

DIRECTORATE-GENERAL FOR INTERNAL POLICIES

POLICY DEPARTMENT
STRUCTURAL AND COHESION POLICIES **B**

Agriculture and Rural Development

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Fisheries

Regional Development

Transport and Tourism

**RESEARCH FOR TRAN
COMMITTEE - FROM
RESPONSIBLE BEST
PRACTICES TO SUSTAINABLE
TOURISM DEVELOPMENT**

STUDY



DIRECTORATE GENERAL FOR INTERNAL POLICIES
POLICY DEPARTMENT B: STRUCTURAL AND COHESION POLICIES

TRANSPORT AND TOURISM

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Abstract

This report explores sustainable development in EU tourism and concludes that there is a lack of up-to-date data for both the environmental and social effects of tourism. Furthermore, most sustainable tourism initiatives depend on public funding highlighting the failure of industry to internalise sustainable development costs. Tourism, environmental and transport policies in the EU need to integrate better to create sustainable development. The report concludes with general recommendations for sustainable development, improving impact evaluations tourism at the EU scale.

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¹ The Vancouver Style of referencing has been used in this study/note. A number has been assigned to each source used. Full details are listed in numerical order in the references section at the end of the document.

LIST OF ABBREVIATIONS

EEA	European Environment Agency
ETIS	European Tourism Indicators System
GDP	Gross Domestic Product
GSTC	Global Sustainable Tourism Council
NGO	Non-Governmental Organisation
O/D	Transport between tourists' homes (source markets) and their destinations
transport	
SME	Small and Medium Enterprises
UNEP	United Nations Environment Programme
UNWTO	United Nations World Tourism Organization
VFR	Visiting Friends and Relatives

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EXECUTIVE SUMMARY

Background

The overall objective of the EC tourism framework is to make European tourism more competitive as well as sustainable and responsible. This research study provides information on the concept of sustainable/responsible tourism in the context of the sustainable development of tourism, based on European, national and local cases and information. It provides information on current social, economic and environmental sustainability issues with European tourism, describes the global framework for sustainable tourism, analyses a wide range of national and local policies, projects and best practises, and provides policy recommendations aimed at supporting a sustainable development of the EU tourism industry.

Definitions

Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. This concept can be applied to different forms of tourism relevant to this study, both in terms of geography (domestic and international tourism) and motivation (holiday, business tourism, visiting friends and relatives).

Sustainable tourism is currently defined by the UNWTO as *"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities"*.

Sustainable tourism **development** is not a specific form of tourism, but a pathway that any form of tourism, destination or product should follow in order to be compatible with the principles of sustainable development. Therefore, sustainable tourism development is defined as guidelines and management practices improving sustainability that are applicable to all forms of tourism in all types of destinations. Sustainable tourism development should not be confused with concepts such as slow tourism or travel, eco-tourism, or responsible tourism.

Various sustainable tourism indicator frameworks have been set up in order to guide sustainable tourism development and foster the adoption of universal sustainable tourism principles, of which two are particularly relevant: the Global Sustainable Tourism Council (GSTC), and the European Tourism Indicators System (ETIS) for Sustainable Management at Destination Level.

Environmental issues

Tourism is associated with a diversity of environmental impacts caused by all its elements: accommodation, activities, origin/destination transport (source market to destination) and local transport (at destinations). The major tourism-related environmental issues are climate change and energy, water and air quality, land-use and landscape, nature, eco-systems and bio-diversity, waste and food, and health.

Climate change, through greenhouse gas emissions, is by far the highest externality for tourism, and should have the highest priority when aiming for the sustainable development of tourism. It is estimated that tourism produces more than 8% of EU carbon dioxide emissions. Tourism consumes relatively large quantities of fresh water,

generates sewage water in fragile environments and may pollute both fresh and sea water. The impacts of tourism land-use and transport on ecosystems, landscape and biodiversity are diverse and of various origins. Tourism waste is particularly an issue for small islands. While travel is associated with enhanced human wellbeing, the increase in global travel also causes wider and faster spread of pathogens and diseases. None of these environmental impacts have been fully analysed for European tourism, largely due a lack of relevant, EU-wide, recent and detailed data.

Socio-economic issues

*"Tourism represents the third largest socioeconomic activity in the EU after the trade and distribution and construction sectors"*². The EU profits from a large share of domestic and intra-European tourism by its own residents and a smaller share of visitors from outside the EU, making it the most stable tourist region worldwide. 94% of all 1200 million tourism trips and 78% (€ 310 billion) of tourism expenditure by EU residents stays within the EU28. Tourism accounts for over 5% of the EU GDP and workforce, with a broader definition estimating this contribution at 10% (GDP) and 12% (workforce). Tourism is not equally divided over Europe as tourism participation, capacities and tourism intensity varies widely. Tourism plays a smaller role in most new member states and in most of the less developed regions.

The growth of European tourism is increasingly associated with (over)crowding issues. This affects both host populations and visitor satisfaction, besides intensifying environmental pressures. Planning and management for tourism growth is becoming essential in the context of sustainable development.

Tourist demand in the EU is characterised by a high degree of seasonality and together with low margins this undermines EU tourism's positive job aspects (high youth, female and unskilled employment) with unfavourable labour conditions (temporary contracts, low remuneration).

Case studies

Sustainable tourism initiatives across the European Union were explored, covering three categories: government and policy actions, research studies and reports, and application-oriented projects and best practices. Most cases rely on a wide range of public funding (mostly EU). Sustainable tourism policies and initiatives seem to rely on political priorities, at every political level.

The selected cases show that over the last 15 years, many different initiatives by a large range of stakeholders (public, private, NGOs) on all spatial levels of the EU have been instigated and carried out. All aspects of sustainable tourism development are tackled. Yet, there seem to be fewer initiatives dealing specifically with social aspects of tourism, especially employment issues (e.g. fair working conditions). Many, especially transnational stakeholder networks for specific regions, are long running initiatives, but are often closely connected to public funding. Fewer activities were found that were initiated and funded by the tourism industry.

² European Commission. 2010. Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe (COM(2010) 352 final). Brussels.

Policy

Analysis of the history of tourism and sustainable development policies at the EU level shows an asymmetry in approach: while sustainable development is one of the pillars of EU policy, the involvement in tourism is more recent, and subsidiarity tends to prevail. This asymmetry is particularly visible in tourism and environment policies. Notably, the European vision on sustainable tourism and transport is not representative of the gravity of, for example, the externalities caused by tourism transport, specifically air transport. While there is action at a destination and product level to deal with local environmental problems, there is a lack of coherent policy on larger issues such as the impact of tourist travel on climate change. The absence of an integrated EU vision about EU-wide travel and sustainable tourism means EU funding for sustainable tourism is missing direction and strategic vision.

Recommendations

A strategic and integrated approach to sustainable tourism would include all impacts of tourism, including environmental and social consequences. The critical impacts on the environment of tourist origin-destination travel mean its dependence on aviation and the construction of new airports needs careful consideration, while alternatives such as a better integrated and accessible rail system.

Destinations may develop sustainably by directly reducing the impacts of accommodation, (leisure) facilities and local visitor transport. Marketing focus can also influence the mobility generated through origin-destination transport. Certification, networking, monitoring, carbon management and the development of local governance schemes are to be encouraged.

Sustainable business and product development is one key for sustainable development of tourism. As the **unsustainable** development of tourism is strongly related to the trend for long haul markets to develop faster than short haul domestic markets, there is scope for supporting domestic and intra-EU tourism development and products.

Finally, there is a need for improved assessment of the environmental and social impacts of tourism. This should include combined transport and tourism models to determine the full impacts of transport and tourism on a range of environmental and social factors and development of better statistics about tourism impacts.

PART I: DEFINITION AND OVERVIEW OF SUSTAINABLE DEVELOPMENT OF TOURISM

1. INTRODUCTION AND DEFINITIONS

KEY FINDINGS

- Sustainable tourism is not a specific form of tourism, but a pathway that any form of tourism, any destination and any product should try to follow.
- Universal sustainable tourism principles set by the Global Sustainable Tourism Council (GSTC) and, at EU level, by The European Tourism Indicators System (ETIS) for Sustainable Management at Destination Level are widely recognised and can be used as a global framework to develop detailed reference points and indicators for the sustainable development of tourism.

1.1. Aim and Objectives

In June 2010, the European Commission set out a new strategy for the promotion of EU tourism (1). The overall objective of the new framework is to make European tourism, not only more competitive and modern, but also sustainable and responsible. For this purpose, among the priorities for its future action, the European Commission determined to consolidate Europe's image as a collection of sustainable destinations and the European Parliament encouraged implementation of this policy. The current research study provides objective and comprehensive information about the concept of sustainable/responsible tourism in the context of the sustainable development of tourism, on the basis of the best national and local experiences. The study focuses mainly on:

- providing background information on current social, economic and environmental sustainability issues related to European tourism;
- describing the global framework for sustainable tourism at European and international levels;
- analysing a wide range of national and local policies, projects and best practises in order to identify challenges and benefits;
- drafting recommendations aimed at supporting a more sustainable tourism industry and practices within the EU.

1.2. Definitions

According to the UNWTO/United Nations' Recommendations on Tourism Statistics³, Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. This concept can be applied to different forms of tourism. Depending upon whether a person is travelling to, from or within a certain country the following forms relevant to this study can be distinguished:

- a visitor (domestic, inbound or outbound) is classified as a **tourist** (or overnight visitor), if his/her trip includes an overnight stay. Otherwise, it is a same-day visitor or excursionist;

³ New [International Recommendations for Tourism Statistics 2008 \(IRTS 2008\)](http://media.unwto.org/en/content/understanding-tourism-basic-glossary)
<http://media.unwto.org/en/content/understanding-tourism-basic-glossary>

- **domestic tourism** comprises the activities of a resident tourist within the country of reference, either as part of a domestic tourism trip or part of an outbound tourism trip;
- **inbound tourism** comprises the activities of non-residents visiting a country for the purpose of tourism;
- **international tourism** comprises inbound tourism plus outbound tourism, that is to say, the activities of resident visitors outside the country of reference, either as part of domestic or outbound tourism trips and the activities of non-resident visitors within the country of reference on inbound tourism trips;
- **national tourism** comprises domestic tourism plus outbound tourism, that is to say, the activities of resident visitors within and outside the country of reference, either as part of domestic or outbound tourism trips;
- **outbound tourism** comprises the activities of a resident visitor outside the country of reference, either as part of an outbound tourism trip or as part of a domestic tourism trip;
- **business tourism.** A business visitor is a visitor whose main purpose for a tourism trip corresponds to the business and professional category (2).
- **leisure** comprises the activities of a resident visitor without an overnight stay away from home. *Leisure tourism* may be used as alternative to business tourism
- **visiting Friends and Relatives (VFR) travel.** "VFR travel is a form of travel involving a visit whereby either (or both) the purpose of the trip or the type of accommodation involves visiting friends and/or relatives" (3)

The most commonly used definition of sustainable development is still that given in the report of the World Commission on Environment and Development (1987) – the Brundtland Report –, i.e. sustainable development is "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (4).

In direct line with this report, the World Tourism Organization (UNWTO) defines sustainable tourism as that which "meets the needs of tourists and host regions, while at the same time it protects and improves opportunities for the future. It focuses on the management of all the resources in such a way that all economic, social, and aesthetic needs are met while cultural integrity, key ecological processes, biodiversity, and life support systems are respected" (5). In 2005 UNEP and UNWTO called for tourism "that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities" (6). The current concise version of the UNWTO definition defines sustainable tourism as:

*"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities"*⁴

A first step to understand this definition better is to differentiate between:

- *Sustainable development of tourism* which describes a process generally at a high level of both geographical scale and abstraction which is measured against long term economic, social and environmental requirements (e.g. a certain level of

⁴ <http://sdt.unwto.org/content/about-us-5>.

emissions of CO₂ or save use of fresh waters supplies not exceeding natural supply of water or the economic reality to make a profit on businesses, but also to create equitable wages) and

- *Sustainable tourism* which describes the sustainability of a product (package tour, tourism transportation, accommodation or destination).

The second step is to consider that, as UNEP/WTO (6) underline, sustainable tourism is **not a specific form of tourism, but a path that any form of tourism, any destination, any product should try to follow**. The UNWTO defines sustainable tourism development as:

"Sustainable tourism development guidelines and management practices (that) are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability".⁵

Therefore, sustainable tourism should not be confused with:

- *Slow tourism/Slow travel*

"Slow travel is a sociocultural phenomenon, focusing on holidaymaking, but also on day leisure visits, where the use of personal time is appreciated differently. Slowness is valued, and the journey is integral to the whole experience. The mode of transport and the activities undertaken at a destination enhance the richness of the experience through slowness. Whilst the journey is the thing and can be the destination in its own right, the experience of locality counts for much, as does reduced duration or distance of travel." (7). Slow tourism can be defined as "an emerging concept which can be explained as an alternative to air and car travel where people travel to destinations more slowly overland and travel less distance" (8).

Example: The SLOW TOURISM project aims at increasing and promoting slow tourist itineraries in Italian and Slovenian area, through a partnership between public bodies, park bodies, municipalities, partners working in tourist sector and Local Development Agencies and Groups. www.slow-tourism.net

- *Eco-tourism*

The International Ecotourism Society defines Ecotourism as "responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education" (9). Ecotourism embraces specific principles, which distinguish it from the wider concept of sustainable tourism, like its contribution to the conservation of natural and cultural heritage and the involvement of local and indigenous communities. Its products include of a strong interpretation dimension of the natural and cultural heritage of the destination. They are generally designed for independent travellers or organized tours for small size groups. (6).

- *Responsible tourism*

Responsible tourism is generally defined as a market segment (10). It means that a growing number of tourists, after fulfilling their basic needs for accommodation, food and

⁵ <http://sdt.unwto.org/content/about-us-5>

safety, also seek to 'feel good' about their travel in a way to have more in-depth contact with locals and to behave in a way that is also in the wider interest of the destination and the people living there. Often the term is used in the context of wealthy (Western) tourists travelling to poor (Southern) destinations and trying to take care of the social, economic and environmental problems in such poor regions. Some authors suggest that responsible tourism has become the industry's favourite term of all the related forms of socially conscious tourism practices (11). A widely accepted definition was given in the 'Cape Town Declaration' during the International Conference on Responsible Tourism in Destinations (2002) "*Responsible tourism seeks to maximise positive impacts and to minimise negative ones. Compliance with all relevant international and national standards, laws and regulations is assumed. Responsibility, and the market advantage that can go with it, is about doing more than the minimum*".⁶

- *Sustainable tourism*

Sustainable tourism is a kind of 'umbrella' term for all specific forms of tourism mentioned above, that somehow are defined to provide tourism with fewer negative impacts on at least one of the three pillars of sustainable development: environment, society and economy.

1.3. Sustainable Tourism Indicators

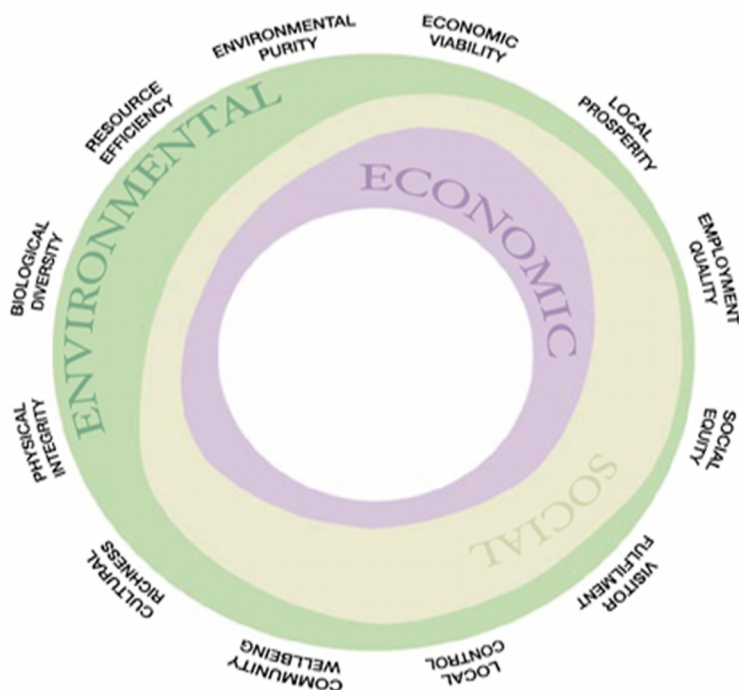
Setting indicators of sustainable development for tourism implies agreement on a common understanding of the definitions and a global framework.

The first important effort to set worldwide applicable and relevant definitions and a framework for sustainable tourism, was conducted by **UNEP and UNWTO** in the early 2000s. It led to a reference document in 2005: "Policies and Tools for Sustainable Tourism - A Guide for Policy makers" (6). This work involved institutional organisations as well as researchers and was aimed mainly at destination governments and local authorities. It suggests twelve aims for an agenda for sustainable tourism (see Figure 1). It still provides simple framework for all tourism stakeholders, but it needs refining to derive specific and quantitative indicators.

6

https://www.capetown.gov.za/en/tourism/Documents/Responsible%20Tourism/Toruisim_RT_2002_Cape_Town_Declaration.pdf

Figure 1: The twelve aims for sustainable tourism and relationship with the pillars of sustainability



Source: UNEP/WTO. 2005. Making tourism more sustainable - A guide for policy makers. Paris/Madrid: United Nations Environment Programme.

Since then, several collective initiatives have been developed to try to include all tourism industry stakeholders, mainly by NGO's and UN organizations. Local and regional initiatives were also conducted in order to develop tools that were more directly related to local characteristics (e.g. The Sustainable Tourism Zone of the Caribbean). This type of initiative allows promotion of the sustainable development of tourism and involves all stakeholders in areas where tourism represents an important economic sector as well as being responsible for a numerous negative impacts on fragile ecosystems and communities.

To overcome the difficulty of comparing and assessing all those different frameworks and sets of indicators, UNWTO was urged to provide general guidelines and standards that would allow assessment of each local or regional system/ standard/ certification. Most initiatives have progressively merged to form the **Global Sustainable Tourism Council (GSTC)**⁷. This coalition of more than 50 organizations, from the private sector, NGO's, destinations, Universities, etc. is working together to foster the **adoption of universal sustainable tourism principles** that are widely recognised today.

GSTC have developed a set of baseline criteria organized around the four pillars of sustainable tourism: effective sustainability planning; maximizing social and economic benefits to the local community; reduction of negative impacts to cultural heritage; and reduction of negative impacts on the environment and the resources.

The main interests of this framework are:

- it has been built taking into account the numerous guidelines and standards for sustainable tourism from every continent.

⁷ See <https://www.gstccouncil.org/en/>.

- two sets of GSTC Criteria have been developed: for destinations (based on the UNEP/UNWTO 2005 work) and for hotels and tour operators.
- the Criteria are designed to be adapted to local conditions and supplemented by additional criteria for the specific location and activity.

The European Commission has also developed a European Tourism Indicators System (ETIS) for Sustainable Management at Destination Level (12)⁸.

While the GSTC provides very generic indicators demonstrating the existence of regulations, monitoring and evaluation tools at the destination (which can be answered by *yes* or *no*), ETIS provides quantitative performance indicators that can be implemented by destinations if they have the monitoring and reporting tools in place.

1.4. Report structure

The objective of the current study is to support, with appropriate background information, research and analytical tools, the Parliamentary debate on sustainable tourism. The report is organised into three main parts. The first part gives an overview of what sustainable tourism is, summarizing the general framework and analysing the main issues that are specific to sustainable development of tourism. The second part focuses on case studies that are of two types: policy and governance cases that are more related to global destination management issues and projects, and best practices that look at specific projects that can be implemented by private or public sector. The third part derives from the case studies and is an analysis of impacts and challenges of tourism. It then tries to suggest policies which may enhance the sustainability of the tourism industry in the EU.

⁸ See http://ec.europa.eu/growth/sectors/tourism/offer/sustainable/indicators/index_en.htm

2. ENVIRONMENT

KEY FINDINGS

- The major and still increasing environmental impact of tourism is on climate change.
- Other important environmental impacts are air/water quality, noise and impacts on landscape and nature.
- Air transport has the most impact on climate change and car transport the most on air quality and noise.
- Although the overall water consumption for tourism is small, it occurs mainly in water-scarce seasons and areas of Europe, causing increasing problems at the main tourism destinations in the south of the EU
- While travel is associated with enhanced human wellbeing, the increase in global travel also causes wider and faster spread of pathogens and diseases.
- The environmental impacts have not been fully analysed for European tourism, largely due a lack of integrated tourism, environment and transport data.

2.1. Overview

As defined in section 1.2, tourism comprises not only holiday making, but also business travel and travel to visit friends and relatives and all its combinations. A tourist is defined as a visitor staying at least one night outside his or her normal environment. So trip recreational day-trips (without at least one overnight stay) are excluded, but not leisure activities undertaken by tourists (staying at a destination and joining in leisure activities). Also the impacts of tourism should include domestic tourism (residents of EU countries visiting their own country), intra-EU tourism, (visitors within the EU) and international inbound (international tourists from outside the EU) and outbound (EU citizens travelling to outside the EU). Unfortunately, the majority of the literature about tourism only covers international and generally inbound tourism, globally, domestic tourists accounts for five times the numbers of international tourists and in Europe outperforms international tourism (13, 14).

The environmental impacts of tourism are caused by: accommodation, tourism activities and transport both between tourist source markets and destinations (O/D transport) and at the destinations (local transport) (15).

Assessing the environmental impacts of tourism encounters a number of problems. The first is that "with many pollutants emitted by such sources (CO, CO₂, NO_x, etc.), it is difficult to quantify the real impact of tourism, since statistics on emissions cover all pollutants, whatever their source. Tourism is simply one reason among many" (16). Secondly, tourism transport, the main impact is the least recorded (e.g. 15). The most recent assessment of tourism environmental impacts in Europe (the SOER 2015 briefing on tourism (17)) covers regional and local impacts of tourism, but leaves out tourism's main environmental cost and impact, climate change, at the global level, caused mainly by tourism transport (15, 18). Similarly, the role of tourism travel as a transport development driver is often omitted from transport studies. For example, the latest European Transport and Environment Report (TERMS 2014) just mentions 'tourism' once in general terms as one of the drivers of transport (19). The tourism briefing acknowledges the information gap explaining: "responses to sustainability challenges are

dispersed across EU legislation and policies, while the evidence base to track progress is still fragmented” (17). Also a “comprehensive policy reference specifically for tourism does not yet exist” (17). Therefore “the European Commission encourages a coordinated approach for EU initiatives [7] in order to consolidate the whole knowledge base (such as through the European Tourism Indicators System (ETIS)) and to increase sustainable growth (as mentioned in the European Commission communication, 'A European Strategy for more Growth and Jobs in Coastal and Maritime Tourism')” (17). This is covered further in section 3.3.

The major environmental issues described here are:

1. Climate change and energy
2. Water and air quality
3. Land-use and landscape
4. Nature, eco-systems and bio-diversity
5. Waste and food
6. Health

The chapter closes with a section assessing issues of scale and development and a discussion of the global sustainability of tourism.

2.2. Climate Change and Energy

Since the first Tourism and Climate Change Conference in Djerba, Tunisia (20), the subject has been advanced along two distinct lines: the impacts of climate change on tourism (and adaptation) and the impacts of tourism on climate change (and mitigation). Both are described in the 2008 UNWTO Report. (21). Globally, tourism is responsible for 5% of all CO₂ emissions and up to 12.5% if measured in radiative forcing, the physical cause of the climate's temperature rise (22). Table 1 shows emissions in 2005, with projections/predictions up to 2035:

Table 1: Global tourism CO₂ emissions in 2005 and an estimate for 2035

Sub-sectors	2005		2035	
	CO ₂ (Mton)	%	CO ₂ (Mton)	%
Air transport	515	40	1631	53
Car transport	420	32	456	15
Other transport	45	3	37	1
Accommodation	274	21	739	24
Activities	48	4	195	6
TOTAL	1,307	100	3059	100
TOTAL WORLD	26,400			
Tourism share	5%			

Source: SCOTT, D., PEETERS, P. & GÖSSLING, S. 2010. Can tourism deliver its 'aspirational' greenhouse gas emission reduction targets? *Journal of Sustainable Tourism*, 18, 393 - 408.

The most recent study assessing the CO₂ emissions for EU tourism is for 2000 (23, 15). The EEA report states “air transport accounts for the largest share of tourism-related GHG emissions (80% in 2000) in the EU-25. Rail, coaches and ferries account for almost 20% of all tourism trips, but are responsible for a very small percentage of environmental impacts” (17) but with data taken from the two studies above for 2000. These studies only examined transport and did not include accommodation or tourist activities. Based on several sources, (24, 21, 25, 26) Table 2 provides estimates of the overall emissions for 2000 and 2020 for EU tourism, comprising domestic and international inbound tourism (so excluding trips from EU25 citizens to places outside the EU25). We lack comparable data for the EU28.

Table 2: Estimate of EU Domestic plus International inbound Tourism CO₂ emissions in 2000 and 2020

Sub-sectors	2000		2020	
	CO ₂ (Mton)	%	CO ₂ (Mton)	%
Air transport	134.4	43%	312.3	56%
Car transport	94.3	30%	124.9	22%
Other transport	17.0	5%	12.6	2%
Accommodation	52.8	17%	83.9	15%
Activities	16.6	5%	26.4	5%
TOTAL	315	100%	560	100%
TOTAL EU	3,825			
Tourism share	8.2%			

Sources: UNWTO-UNEP-WMO and EUROSTAT.

Tourism industry emissions of CO₂ are predicted to amount to 8.2% of total emissions in the EU in 2020, but this share is likely to increase as other industries reduce their emissions and tourism increases emissions.

Tourism is also responsible for other greenhouse gas emissions, possibly adding another 5% in terms of CO₂-equivalents (21). However, for aviation the impact on the climate is between 2.4 and 5.1 times stronger than the impact of its CO₂ emissions alone (27). Such radiative forcing impacts can only be assessed at the scenario level (28, 29), so one should not simply multiply the aviation CO₂ emissions by the factors mentioned above.

Climate change impacts are closely related to the use of fossil fuels for energy, but unfortunately the energy use of the European tourism sector is unknown. There are indications that it is rising dramatically. (An example is the 160% increase in electricity consumption in Torremolinos, Spain between 1989 and 2008, where tourism accounts for 40% of the usage (17). Other studies of tourism-related energy consumption tend to only report aspects of the sector such as accommodation (e.g. 30, 31, 32) or local transport (33).

Such studies focus on the destination level, while out-of-date European-wide data may underestimate the impacts. For example Bohdanowicz (34) estimated that EU hotels emitted 13.6 M tons of CO₂, much lower than the later estimate of 52.8 M tons for all tourist bed-nights, although this included non-hotel accommodation such as stays in private homes. The lack of consistent and up-to-date data is even more severe for tourist transport, where only one EU tourism transport environmental study exists, which is based on data from 2000 (35, 15).

2.3. Water and Air Quality

Direct tourism-related water consumption is small (less than 1% of global consumption) and unlikely to become significant at anticipated tourism growth rates of 4% (36). However, tourists consume 3-4 times more water per day per person (averaging 300 litres per guest-night) than residents, and European tourists account for approximately 843 m³ per year (37). The amount varies according to the accommodation and facilities from 84 litres per guest night for camping to over 3,000 in one Thai location. Approximately 50% is used for toilets, showering and tap water, with swimming pools typically taking 15% of the accommodation's water (37).

Such intense water use can cause local problems where there is a concentration of tourists in a dry location or season.

Tourism also generates wastewater and sewage, which caused pollution when it was discharged, untreated, into the Mediterranean in the 1990s (38). More recent investments in sewerage and wastewater systems have cleaned up Europe's bathing waters and resulted in 90% of bathing areas 'having good water' by 2013 (17).

Several popular island destinations show a high tourism share of fresh water use. For instance, on Cyprus, tourism uses almost 20% of all domestic water use (excluding agriculture and industry). For a country like Spain this figure is 12.5% (36).

The impact of tourism on air quality is mainly caused by tourists' use of cars (15, 17). The car causes most particle emissions (PM) per passenger kilometre (pkm). Ferries are responsible for the highest nitrogen oxide (NO_x) emissions per pkm (15). Still, high concentration of coaches may cause air quality problems in city centres like in Budapest (38). The car causes about 85-90% of all tourism transport PM emissions within the EU25 (35). Rail and coach share the remaining 10-15%. For NO_x emissions the car accounts for 55%, while air transport causes 35% and the remaining 10% is more or less equally shared by rail, coach and ferry (35).

2.4. Land-use, Landscape and Nature

Land-use, landscape and nature are all related and damage includes impacts on eco-systems as well as biodiversity. Compared to the impact of tourism transport, the impact on landscape is relatively low (15). The main impact quality comes from resort and accommodation building, second homes and other tourism facilities. (For example it is estimated that 75% of the Mediterranean dunes systems were seriously damaged between 1960 and 1990 (39)). The rapid growth of the number of second homes during the 1990s also increased the pressure on the environment, "especially in coastal and mountain zones" (17). Second homes cause "negative impacts such as land uptake, transportation to and from the homes, wildlife disruption, disposal of human waste and visual pollution (17)".

Another serious threat to landscapes is trampling by visitors. Kerbiriou et al. (40) found tourist trampling had destroyed 3.5 ha of the natural coastal vegetation (20% of the protected coastal area) in the French Isle of Ouessant (1541 ha) 120 km off the Brittany

and such destruction has been repeated in many other European coastal regions. "Many of the EU's coastal regions and, even more so, its islands and most of the Alpine region" are seriously impacted by high tourism densities because tourism "is particularly concentrated in coastal, mountain, and lake areas, where an increase in building and infrastructure has increased environmental pressure on protected and other natural and semi-natural territories. Especially in the Mediterranean, tourism infrastructure and activities often have irreversible effects on natural areas rich in biodiversity and results in habitat deterioration for both terrestrial and aquatic plant and animal communities.[20?]" (17).

Overexploitation of natural resources for food, materials, freshwater and recreation occurs, when "resources are used at rates faster than they can be replenished by natural cycles of reproduction or replenishment" (37). Furthermore, pollution "from wastewater, including sewage effluents, and solid wastes produced by tourism, and by use of fertilisers and pesticides on tourism facilities, such as sports grounds and landscape areas, can have adverse impacts on biodiversity" (37). Disturbance of wildlife "also reduces the breeding success of most species, although some, such as those species common in urban environments, are less sensitive to disturbance than other species" (37).

Another important impact of tourism is the introduction of alien species by tourist transport. "The tourism sector itself could also be a source of introduction of invasive species, for instance, through the use of certain attractive but invasive species, such as water hyacinth, in gardens and landscaped areas. The Conference of the Parties (COP8) to the Convention on Biological Diversity (CBD) has noted the issue of tourism as a pathway for the introduction and spread of invasive alien species, and has called on the UNWTO and other agencies to raise awareness, and to develop codes of practice and other measures to address this in relation to the tourism sector" (37). These invasive species threaten EU species and eco-systems (41). For instance, more than 3500 alien terrestrial species have invaded EU ecosystems and now threaten 35% of original EU reptile and 25% of butterfly species (41). The strong development of transport infrastructure and both freight and passenger travel is one of the main drivers (42, 41).

Again, the overall impacts of tourism land-use and transport on ecosystems, landscape and biodiversity has never been assessed at the EU level and it may be hard to separate, for instance, the impact of a road or railway that is used by both freight and passenger transport and within passenger transport by tourists and commuters alike. For effective policy making, it is essential to get better insights than the scattered information currently given by some case studies.

2.5. Waste

Waste management is a recognized challenge to the tourism industry (37). Every international tourist in Europe on average generates some 1 kg of solid waste per day (43). This compares with the waste generation of, for example, a citizen of Austria of 1.18 kg/day (44). It has been reported that the municipal solid waste (MSW) increases during the tourism season due to the increased number of tourists. Particularly small islands "are environmentally more vulnerable to the MSW growth and are where any negative effects on health may spread more quickly. In Menorca, during the period 1998 to 2010, the daily average of MSW generated in August by tourists was higher than that from residents, while a Maltese resident generates a daily average of 0.68 kg of MSW compared to a daily average 1.25 kg by a tourist in a hotel [24?]" (17).

The overall impacts of tourism waste generation in Europe are difficult to find or assess. UNEP (43) estimates that international tourists to Europe generate 2.8 million tons of solid waste. However, using the estimated number of nights in 2000 for all (domestic and international) tourists and the 1kg/ guest-night, we estimate 5.3 million tons for all tourism in 2000, estimated to rise to 8.4 million tons in 2020.

2.6. Health

Of course, many relationships exist between tourism and health. Most will be in a positive way, where travel enhances human wellbeing. A fast growing niche in tourism is spa and wellness and health-based tourism (45). These two distinct forms of tourism are often offered by the same accommodation provider. The first form is consumed by healthy people who want to improve their health or prevent eventual illnesses. Health or medical tourism is designed to cure illnesses and thus consumed by tourists with health problems (45). Yet, there can be negative health impacts from travel: "The increasing speed and scale of global human movement has also enhanced opportunities for the spread of disease. In 2011, Europe was the main source of importation for measles into the USA, while several mosquito-transmitted diseases have expanded their range and occurred locally in northern Italy in 2007 and southeast France in 2010" (17).

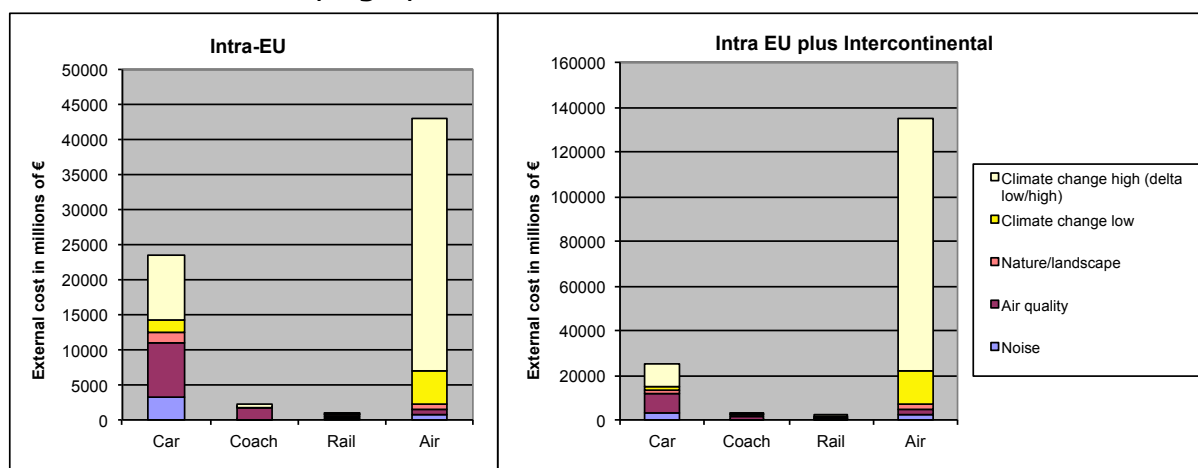
2.7. Environmental impacts and sustainable development

From the above, one matter particularly stands out: the almost total lack of relevant, EU wide, recent and detailed data about the impacts of tourism on the environment. The sector and its regulators certainly know what kinds of impacts may be caused by tourism, but information is very scattered, mainly anecdotal and/or out-dated. Only one, rather old (data from 2000), source gives more detailed information about the impact of tourism transport on climate change, air quality, noise, biodiversity and landscape (35). The lack of integrated assessments since 2004, data, information and insights seriously hampers the formation of EU policy for the sustainable development of tourism. A strong recommendation would be to commission more holistic and integrated assessments to help draft EU policy. Therefore we stress that it is of paramount importance to have such holistic and integral studies being issued by the EC to make it possible to draft strategies that are based upon more than the large body of circumstantial evidence from the many case studies. A difficulty is to prioritise the many different environmental issues for both sector actions and policy making. Comparing the strength of different types of impact is difficult; for example, understanding the relative importance of greenhouse gas emission with the numbers of people affected by high noise levels or the loss of a wildlife species. One way to do this is by calculating the external cost, or externalities (46). Externalities are costs incurred by parties who are not directly involved in the actions or negotiations of some private party (parties) (47).

Figure 2 (based on 15) shows estimates of externalities for EU25 tourism travel. Externalities for intra-EU and domestic tourism travel were calculated to cost between €23 and €63 billion in 2000, with the large range due to possible fluctuations in the cost of carbon emissions. Including intercontinental travel raises the amounts to €40 and €147b respectively for the same year because of the high emissions from longer flights. However, these costs are a relatively small proportion of the tourism benefits to the economy, assessed at €440b direct contribution and up to €1,000b indirect contribution (roughly based on 2006 data in 48).

Even at the lower estimate, climate change caused by greenhouse gas emissions is by far the largest externality. This indicates the high priority that needs to be accorded to climate change in EU policies to promote sustainable development of tourism, despite many other, and locally very serious, issues.

Figure 2: External Costs of European Tourism Transport 2000: left, domestic + intra EU25, right, domestic + intra EU25 + intercontinental arrivals



Source: Based on PEETERS, P., SZIMBA, E. & DUIJNISVELD, M. 2007. Major environmental impacts of European tourist transport. *Journal of Transport Geography*, 15, 83-93.

Here 'sustainable tourism' denotes products, destinations or accommodation with lower impacts than average. 'Sustainable tourism development' describes tourism development which comply with sustainable development principles at an appropriate scale. For example, for sustainable tourism development on a small island, the island itself may be the appropriate scale to assess the impacts on biodiversity, but climate change impacts need to be assessed on a global scale.

To avoid dangerous climate change, global emissions need to reduce by 3-6% per year (49), meaning any sustainable tourism development would include such reductions in emissions. With absolute and relative proportions of emissions from tourism anticipated to rise through the current century, rather than fall (50) global tourism is certainly not currently developing sustainably. At the same time many forms of tourism, tagged as 'sustainable', e.g. ecotourism, pro-poor tourism, involve long-haul flights, so cannot be judged to be climatically sustainable. To reduce emissions by 70% by 2050, air transport needs to stabilise at the 2010 level or even go down to the level of the 1970s (51).

3. SOCIO-ECONOMIC ISSUES

KEY FINDINGS

- Tourism accounts for about 5% of the direct EU GDP and workforce. When indirect impacts are included this rises to 10% of GDP and 12% employment.
- 94% of all tourism trips and 78% of tourism expenditure (€ 310 billion) by EU residents stay within the EU28
- Seasonality and low margins undermine EU tourism's positive job opportunities (high proportions of youth and unskilled employment) with unfavourable labour conditions (temporary contracts, low remuneration)

3.1. Introduction

This section explores and assesses the social and economic issues related to European tourism. Tourism is not an independent system, but one which is interwoven with many other sectors (52). This has resulted in different methods of collecting statistics in different countries, which has only been addressed since 2012 through Regulation 692/2011⁹ (53), aimed at harmonising European statistics on tourism. The micro data now sent to Eurostat now allow more focussed and deeper analysis including more accurate estimates of intra-European inbound tourism flows (54). Regular tourism statistics continue to "focus on either the accommodation sector or the demand side (from households), and relate mainly to physical flows (arrivals or nights spent at tourist accommodation or trips made by residents of a country)" (55). Some new Eurostat tourism analyses aim to provide a more complete economic analysis of tourism, by also extracting data from other official statistics, in particular structural business statistics (SBS) and short-term business statistics (STS) (e.g. 55). This chapter attempts to use these new Eurostat analyses where possible, but is still mainly based on regular tourism statistics.

3.2. Tourism contribution to the EU Economy

The EU benefits from a large share of domestic and intra-European tourism by its own residents, as well as being the largest market for international arrivals. This makes it the most stable tourist region worldwide (56). In this millennium, economic and other crises appear to have contributed to the growth of domestic and intra-EU trips (57), due to a reluctance, for safety or economic reasons, to travel outside Europe. This does not mean that countries with local economic problems, like Greece, will always follow the global European pattern. Domestic trips prevail in the EU: of the 1,196 million trips made by EU residents over 15 years old in 2012, 76% were domestic, 18% were intra-EU, and 6% were spent outside the Union. (54), (Table 3). More than three quarters of EU resident tourism spending stays within the EU. In 2012, the majority (86.7%) of all EU residents' trips were for personal purposes, with holiday, leisure and recreation (47.8%) and visiting friends and relatives (34.7%) being the main reasons. 13.3% of all trips were for professional purposes. Tourism participation varies greatly between Member states, from 22% in Bulgaria through 32% in Greece to 61% in Slovenia and 89% in Finland (54). The overall EU-28 average is 60%.

Total international arrivals to EU28 countries, i.e. including intra-EU tourism, increased from 417 million in 2012 to 457 million in 2014, accounting for 40.3% of all international

⁹ OJ EU L 192 22, July 2011, English edition, Legislation Volume 54, 22 July 2011.

arrivals in the world. EU28 tourism receipts from international arrivals increased to €318 billion in 2014, equalling €700 per arrival. The rate of growth matches that of worldwide international tourism receipts (58). Long-term projections see Europe as the top international tourism destination although challenged by tourism in emerging economies (59). However, these types of projections mostly tend to neglect Europe's strong domestic and intra-EU market.

Table 3: Key figures domestic and outbound tourism of EU residents, 2012

	All trips	Domestic	Outbound	
			Intra-EU	Outside EU
Trips (million)	1,196	909	215	72
Trips (%)	100	76.0	18.0	6.0
Nights (million)	6,165	3,707	1,554	900
Nights (%)	100	60.2	25.2	14.6
Expenditure (million €)	401,593	187,237	123,289	90,358
Expenditure (%)	100	46.8	30.7	22.5
Average trip length (nights)	5.2	4.1	7.2	
Average expenditure per trip (€)	335	166	575	

Source: EUROSTAT. 2015b. Tourism industries - economic analysis [Online]. Luxembourg: Eurostat. Available: http://ec.europa.eu/eurostat/statistics-explained/index.php/Tourism_industries_-_economic_analysis.

Tourist demand in the EU is characterised by a high degree of seasonality, peaking in July and August, with considerable variation according to the type of trip. International and domestic trips within the EU have high summer seasonality EU (57), but this is less so for outbound international trips. Long trips and personal trips are much more likely to occur in the summer, but shorter trips and business trips were less highly seasonal. In 2012, nearly every fourth EU resident trip was made in July and August (54). In comparison, international tourism in the Americas and Asia-Pacific shows much less seasonality (57). The recognised problem of high seasonality is being addressed by the European Commission CALYPSO initiative (2010) to stimulate competitiveness and more sustainable growth through the diversification of services and extension of the tourist season¹⁰.

The Commission (1) reports that the European tourism industry represents the third largest socio-economic activity in the EU, after the trade and distribution, and construction sectors. Through its spending on accommodation, food, drink, transport, entertainment, shopping, etc., tourism has a considerable impact on the EU economy.

¹⁰ The **first** is to provide a voluntary tourism exchange mechanism between Member States, enabling in particular certain key groups such as young or elderly people, people with reduced mobility and low-income families to travel, particularly during the low season. The **second** is to develop a voluntary online information exchange mechanism to improve the coordination of school holidays in the Member States, without prejudice to their cultural traditions.

Tourism employs approximately 5.2% of the total EU workforce, i.e. about 9.7 million jobs, and involves 1.8 million businesses, primarily small and medium-sized enterprises (SMEs). Tourism generates over 5% of the EU's gross domestic product (GDP). A broader definition and including linked sectors raises this estimate to over 10% of GDP and around 12% of all jobs (1).

Eurostat's new method of calculation (see 3.1), which includes several tourism-related sub-sections, estimates that one in ten enterprises in the economy, excluding financial business, belongs to tourism. This equals 2.2 million enterprises, employing nearly 12.0 million persons (see Table 4). "Enterprises in industries with tourism related activities accounted for 9.0 % of the persons employed in the non-financial business economy and 21.9 % of persons employed in the services sector" (55). The tourism industries' shares in total turnover and value added at factor cost were relatively lower, with the tourism industries accounting for 3.6 % of turnover and 5.5 % of the value added of the non-financial business economy.

More than three quarters of all enterprises as well as people employed in EU tourism industries operate in accommodation or food and beverage serving activities, although shares of turnover (49%) and value added (56%) are much lower. Passenger transport related industries, travel agencies and tour operators have a higher turnover compared to their employment share (see Table 4).

Table 4: Key economic indicators for the tourism industries, EU-28, 2012

	Enterprises		Turnover		Value added at factor cost		Persons employed	
	Number	%	Million €	%	Million €	%	Number	%
Total tourism industries	2,225,810	100%	925,741	100%	339,469	100%	11,989,000	100%
Transport related	343,288	15.4%	247,813	26.8%	86,927	25.6%	1,997,000	16.7%
Accommodation	267,358	12.0%	149,359	16.1%	69,187	20.4%	2,373,600	19.8%
Food and beverage	1,472,790	66.2%	301,648	32.6%	121,155	35.7%	6,933,700	57.8%
Car & other rental	48,324	2.2%	68,922	7.4%	35,400	10.4%	184,700	1.5%
Travel agencies, tour operators & related	94,052	4.2%	158,619	17.1%	26,800	7.9%	500,000	4.2%

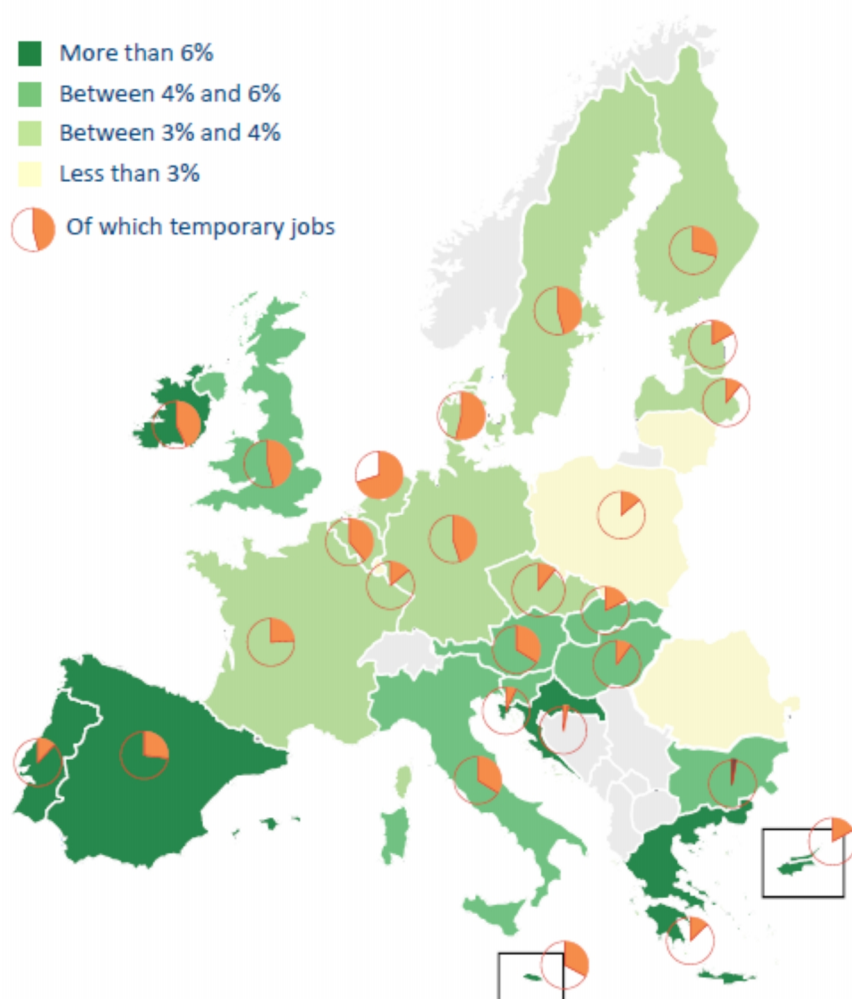
Source: LEIDNER, R. 2007. The European tourism industry in the enlarged Community: Gaps are potentials and opportunities, Luxembourg, Office for Official Publications of the European Communities.

3.3. Employment and wages

The previous section shows EU tourism employment to be considerable, particularly in accommodation, food and beverage (see Figure 3), but the high degree of seasonality poses problems. For instance, employment in the accommodation sector is often of a

part-time or temporary character (57). Nevertheless the degree of part-time employment work varies between Member States. New Member States appear to employ fewer people on a part-time basis than old Member States (60). ECORYS (57) reports temporary employment in the accommodation sector of up to 30%, compared to a 15% average for the EU. The share of temporary jobs varies greatly between Member states, see Figure 3. Besides the frequently temporary character of contracts in hospitality, labour conditions here also suffer from long working hours and relatively low remuneration. High personnel turnover and low labour productivity are the consequences. The low remuneration is valid for the overall tourism industry (e.g. also tour operators and travel agents), and often linked to the low profit margins in the sector. The latter is seen as a real structural problem: “the margins to invest in labour and knowledge are very limited” (60). Positive aspects of tourism employment are high shares of youth and female employment, although this has to be seen in the sometimes unfavourable perspective sketched in this section. Youth employment is above average, particularly in hospitality (56). Female employment dominates in EU tourism, with 56% of the total workforce compared to a 46% EU average in 2013 (61).

Figure 3: Employment in accommodation and food service activities in 2013 (% of total employment)



Source: EUROSTAT. 2014d. Travel receipts and expenditure in balance of payments, 2005–13 [Online]. Luxembourg: Eurostat. Available: http://ec.europa.eu/eurostat/statistics-explained/index.php/File:Travel_receipts_and_expenditure_in_balance_of_payments,_2005%E2%80%9313_YB15.png

3.4. Role of tourism in less developed regions of EU

Tourism is seen as an instrument for economic and social cohesion within the EU, contributing, amongst others, to the development of less developed regions, for example through Cohesion Policy funded tourism projects¹¹ supporting local development and employment (59). Less developed regions in the EU are those where GDP is below 75% of the EU27 average. For the 2014-2020 Multi-Annual Financial Framework (MFF) period, this status concerns nearly all the territory of ten of the 2004 and 2007 EU enlargement states (not Cyprus and Malta), plus large parts of Portugal, Greece, Southern Italy, Extremadura and the western UK (Wales and Cornwall).

Despite increased intra-European tourism flows between old and new member states (frequently with less developed regions) after EU enlargement (56), tourism appears to play a smaller role in the less developed regions of mainly Eastern European states than in transition or more developed regions (most of Western Europe, including almost all of Spain, the northern half of Italy, and some individual regions in Eastern member states). On average, indicators like accommodation capacity, occupancy rates, tourism intensity (see next section), and tourism participation are all low(er). There are exceptions, like the Bulgarian and Romanian NUTS 2 regions along the Black Sea coast and some north-western regions of the Czech Republic for some or all of these indicators (66). There appears to be as much discrepancy between the regions of states with a number of less developed regions and those with very few when using statistics such as the ratio of international travel to GDP. Overall (EU28) expenditures are 0.7% of GDP, while tourism expenditures are 0.8% of GDP, meaning tourism is a net import sector. The balance of international receipts versus expenditure on international travel is often more positive for member states with less developed regions than for those with more developed regions (62). For the EU28, Croatia receives 61.7% of its GDP from tourism receipts, spending only 1.6%. The highest spender is Luxembourg with 6.3 % of GDP, although this country receives 8%. Belgium is a net payer with 4.3% expenditures and 2.7% revenues. The enlargement process most likely does contribute positively to Europe's status as a tourism destination, as price level and hotel capacity differences between old and new Member states intensify competition, but also fosters structural tourism development and business opportunities in new Member states and less developed regions (56).

Tourism has considerable economic and political importance for many less developed regions of the EU. However, issues of data collection and integration of parts of tourism within other sectors impedes precise calculations of tourism benefits, for example in rural or less developed areas (63). Rural tourism for instance, is difficult to measure, as much of its bed capacity is not included in official tourism statistics. Nevertheless, calculations by EuroGites, the European rural tourism umbrella group, cited in Lane et al. (63) suggest rural tourism alone generates €150 billion in gross income per year and supports some 900,000 direct and indirect jobs in Europe.

Less developed regions in the EU may not always, or not yet, have the potential for mainstream tourism, but may be suitable for developing forms of slow tourism. In particular cycle tourism is found to "bring major benefits to localities which currently do not enjoy mainstream tourism development" (64). The nature of cycle tourism ensures

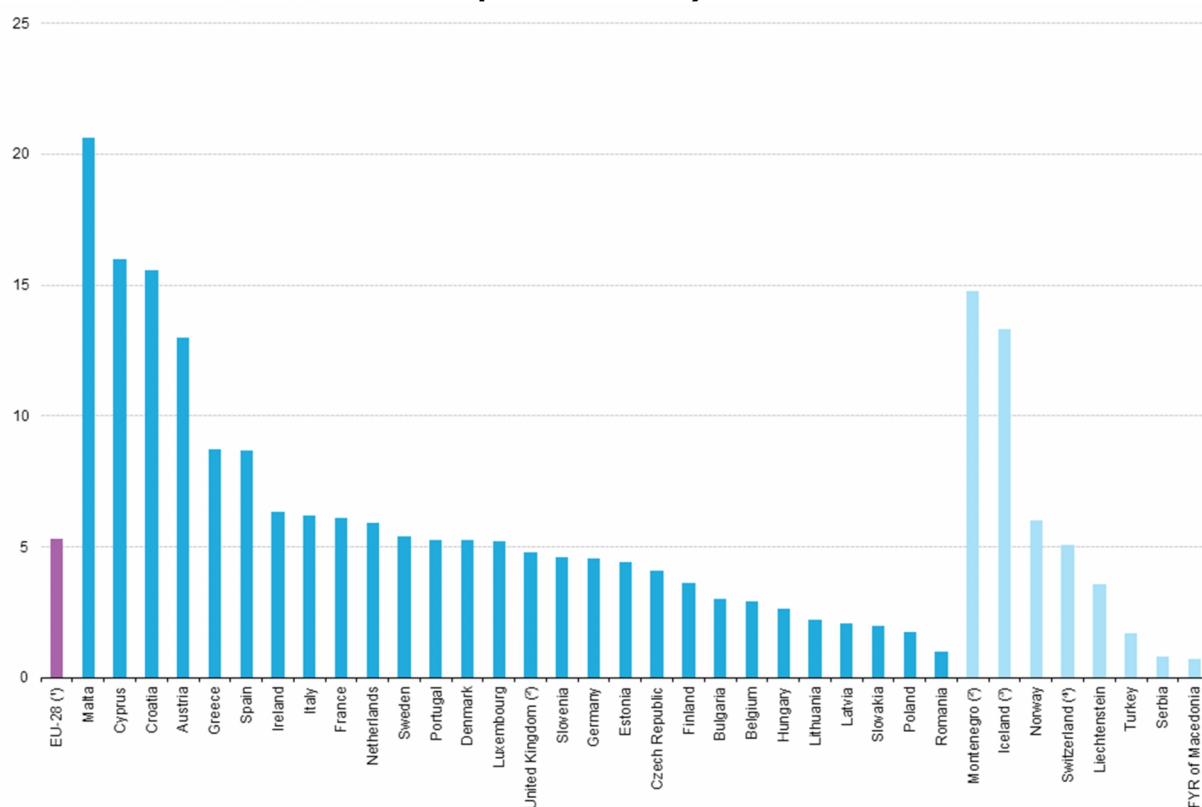
¹¹ For more detailed information please refer to the 2014-2020 Guide on EU funding for the tourism sector DIRECTORATE-GENERAL FOR ENTERPRISE AND INDUSTRY. 2014. Guide on EU funding for the tourism sector (2014-2020) Brussels. Available: <http://ec.europa.eu/DocsRoom/documents/9501/attachments/1/translations/en/renditions/native> (not specific for less developed countries).

that some destinations that are not appealing to other nature- or culture-seeking visitors are still attractive to cycle tourists. Moreover, while cycle tourists deliver similar spending as other visitors, this is directed effectively towards local supply chains. The case for cycle tourism development in (less developed parts of) Europe is even stronger as route investment costs are relatively low, when disused assets such as canal towpaths and railway tracks are reused. The economic impact of overnight cycle tourism in Europe is estimated at €9 billion. Daytrips are worth €35 billion (64).

3.5. Hosts, Guests and Crowding

The growth of European tourism is increasingly associated with (over)crowding issues, not only in an urban context (65), but also in coastal settings or natural areas (66). This affects both host populations and visitor satisfaction, besides intensifying the environmental pressures discussed in Chapter 2. Crowding can cause discord among host communities where community values, structures and activities are threatened by tourism, although there are economic benefits. This is heightened in coastal and river communities hosting sudden influx of visitors from the growing numbers of cruises (e.g. 67). As recreation gains importance in modern lives, planning and management of tourism growth is essential to satisfy the demand for environmental quality and sustainable development.(68).

Figure 4: Tourism intensity in EU countries, 2013 (nights spent at tourist accommodation establishments per inhabitant)¹²



(*) Estimate made for the purpose of this publication, based on available data.

(*) 2012.

(*) 2013.

(*) Excluding nights spent in holiday and other short stay accommodation establishments.

Source: Eurostat (online data code: tour_occ_ninat)

Source: Eurostat regional yearbook 2014. Luxembourg: Publications Office of the European Union.

¹² Purple is for EU28, Dark blue indicates EU member states and light blue non-EU, European states.

Eurostat (66) measures tourism pressures by 'tourism intensity', defined as the number of overnight stays in relation to the resident population. This indicator should provide "a more nuanced guide to the economic significance of tourism in a region than the absolute number of overnight stays and in this context may be used to analyse the sustainability of tourism" (66). The EU28 average is just over 5 nights per inhabitant. Figure 4 shows large differences in tourism intensity at country level, with higher intensities seen in Mediterranean countries and lowest ones in the Eastern states (69). At NUTS-2 level, the intensity is highest in popular coastal areas, and some less-populated regions, notably many in the Nordic member states (66). Still, even 20 nights per inhabitant means that there are 20 nights per 365 inhabitant nights.

PART II: CASE STUDIES

4. SELECTION OF THE CASES

This exploration of case studies presents examples of EU initiatives to make tourism more sustainable. It covers three different spatial levels (EU-wide, national activities, regional/local actions) from all parts of the EU over the last 15 years (2000-2015). The cases described have been intentionally chosen to illustrate different kind of measures and different fields of actions for promoting sustainable tourism, with a focus on voluntary actions.

The cases form three sections: Government & Policy actions, (scientific) studies and reports and application-oriented projects and best practices (Table 5).

Table 5: No. of all collected cases across Europe through internet research

Area in Europe	Case category		
	Reports & studies	Policy & government cases	Projects & best practices
EU-wide ¹³	13	5	17
Western EU states ¹⁴	2	10	12
Northern EU States ¹⁵	5	6	23
Central EU States ¹⁶	4	0	10
Eastern EU States ¹⁷	6	6	17
Southern EU States ¹⁸	2	1	23
Sum	32	28	102

Source: by authors.

This case study research excluded sustainability certification programmes as these are listed by the German tourism consulting company ECOTRANS on their internet portal DestiNet¹⁹.

In total 162 examples were collected through Internet research in June 2015. (See separate Excel file in Annex I). Although, no doubt, other cases exist. Table 5 shows how

¹³ Examples of EU bodies, EU wide studies or transnational projects spread across the whole of Europe

¹⁴ ES, IE, FR PT, UK

¹⁵ DK, EE, FI, LV, LT, SE

¹⁶ AT, DE, LU

¹⁷ All EU NMS Central-Eastern Europe without Eastern Germany

¹⁸ All Mediterranean States including old and new Member States

¹⁹ DestiNet was originally designed in 2002 to present and disseminate the results of the Sustainable Tourism Information Portal (European Environment Agency - EEA) and the Network Evolution for Sustainable Tourism - NEST (Nordic Industrial Fund). Following the World Summit on Sustainable Development in 2002 the European Environment Agency and ECOTRANS formed a public-private partnership for the further development of DestiNet. In 2006 the World Tourism Organization WTO and the United Nations Environment Program joined the partnership. For further information see <http://destinet.eu/demo-design/who-who/market-solutions/certificates/fo1442810>

the distribution of the 162 examples over the three analysis categories and parts of Europe.

Most of the reports and studies concerning sustainable tourism issues in Europe covered the European (geographical) scale (13 studies). For areas within Europe, smaller academic case studies prevailed (e.g. doctoral or master theses). Altogether 32 reports and study cases were collected. Policy and government cases (28) could not always be clearly distinguished from projects as policies were sometimes one of the outcomes of projects. Policy and government cases were found all over Europe. Most findings fell into the category "Projects and best practices" (102). These range in time and scale: short-term (1-2 years) and long-running; large stakeholder networks to single protected area or community.

The cases found focused on different fields of possible voluntary measures ranging from education or awareness raising to product development and marketing campaigns for specific tourism segments (e.g. cycling, hiking, cultural or natural heritage tourism), regional (economic) development, and sustainable business and destination planning and management (e.g. strategies, indicators, certification). There are many long-term transnational initiatives for different physical regions of the EU (e.g. The Alps, the Baltic/ North Sea, the Mediterranean, the Balkans, the Carpathians, international rivers as the Danube). Some focus on a special topic for years (e.g. Alpine Pearls on mobility) while others deal with different aspects of sustainable tourism development over the years (e.g. Baltic Sea region). Some trans-disciplinary networks for sustainable tourism at EU and national level were found as well. In these industry stakeholders, consulting organisations and academic bodies work together on questions concerning sustainable tourism (e.g. Latvia, Cyprus). Policy/Government examples were mostly memoranda of understanding or sustainable tourism strategies for specific destinations, many protected areas. Unfortunately, no implementation evaluations were made or publicly available for these²⁰.

It is conspicuous that most cases found relied on public funding (mostly EU-funding) and a wide variety of EU-funding options had been used (Education, Regional Development, Nature Conservation etc.). It also appeared that Sustainable Tourism policies and initiatives rely on political priorities (EU, national, regional and local).

15 of the 162 cases found were selected for deeper analysis (see Tables 6 and 8). A detailed description and analysis of all 15 cases is presented in Annex II. They were chosen to illustrate the wide range of activities to make tourism development in Europe more sustainable and represent either significant or typical examples. They were picked from different Member States all over Europe, but as most are transnational, they are listed in Tables 6 and 7 in a thematic rather than a geographic order.

²⁰ As the projects were not publicly evaluated and a benchmark established prior to the commencement of the project an evaluation cannot be undertaken about the factual and financial results of these projects subsequently. However, it is recommended that an evaluation through interviews with the main stakeholders and project leaders of a selection of the projects be undertaken. That would certainly enhance the educative potential of the projects that have been financed and performed in the recent past.

Table 6: Case Overview, geographical scope and type of project

No.	Title	Geographical scope	Type		
			Reports & studies	Policy & government cases	Projects & best practices
1.	Strategy for Sustainable Tourism Development of the Carpathians	CZ, EO, HU, PL, RS, SK, UA		X	
2.	Visit Scotland Sustainable Tourism Strategy 2010-2015	UK		X	
3.	Baltic Sea Region Culinary Heritage & Baltic Sea Culinary Route	EE, DE, LT, PL, SE, DK, FIN			X
4.	Cyprus Sustainable Tourism Initiative (CSTI)	CY, UK			X
5.	Alpine Pearls	DE, FR, IT, AT, SI, CH			X
6.	Beach Access Improvement Torres Vedras	PT			X
7.	Climate South West	UK			X
8.	TourCert Certification Programme for Sustainable Tourism Destinations	DE			X
9.	EDEN Award	EU			X
10.	European Charter for Sustainable Tourism in Protected Areas	EU			X

No.	Title	Geographical scope	Type		
			Reports & studies	Policy & government cases	Projects & best practices
11.	FEM – Female Entrepreneur’s Meetings in the Baltic Sea 2004-2007	EE, FI, LT, LV, PL, SE			X
12.	Carbon management for tour operators (CARMATOP)	NL			X
13.	Sustainable Tourism as a Factor of Cohesion Among European Region	EU	X		
14.	Sustainable Tourism & Transport (MuSTT)	EU	X		
15.	Sustainable Tourism in the Alps. Report on the State of the Alps	AT, CH, DE, FR, IT, LI, MC, SI	X		

Source: by authors.

The cases were chosen as they help to outline the benefits of sustainable tourism initiatives for local economic development, environmental gains, and cultural enrichment as well as in term of sustainable transnational tourism services or products (see Table 7). Some represent a group of similar initiatives or projects found through internet research. They were chosen as they present these kinds of initiatives/projects in a best practice way (e.g. sustainable transport; carbon management; women in tourism; inclusion of disadvantaged groups; planning for and certification of sustainable tourism; improvement or conservation of Europe’s cultural heritage). Other cases were selected because they are unique and cover an important present or future challenge for European Tourism (e.g. case number 7: the climate change adaptation initiative Climate South West in the UK).

Table 7: Overview of the sustainability issues covered in the 15 cases.

No.	Case Title	Sustainable Category								
		Economic			Socio-cultural		environmental			
		employment	local economic development	poverty reduction	cultural issues	transnational tourism services or products	energy	water	waste	biodiversity
1.	Strategy for Sustainable Tourism Development of the Carpathians	X	X	X	X	X		X	X	X
2.	Visit Scotland Sustainable Tourism Strategy 2010-2015	X	X		X		X	X	X	
3.	Baltic Sea Region Culinary Heritage & Baltic Sea Culinary Route	X	X		X	X				X
4.	Cyprus Sustainable Tourism Initiative (CSTI)		X		X		X	X	X	X
5.	Alpine Pearls		X			X	X			
6.	Beach Access Improvement Torres Vedras		X		X					
7.	Climate South West		X							
8.	TourCert Certification Programme for Sustainable Tourism Destinations	X	X		X		X	X	X	X
9.	EDEN Award	X	X	X	X		X	X	X	X
10.	European Charter for Sustainable Tourism in Protected Areas		X		X		X	X	X	X

No.	Case Title	Sustainable Category								
		Economic			Socio-cultural		environmental			
		employment	local economic development	poverty reduction	cultural issues	transnational tourism services or products	energy	water	waste	biodiversity
11.	FEM – Female Entrepreneur’s Meetings in the Baltic Sea 2004-2007	X			X					
12.	Carbon management for tour operators (CARMATOP)						X			
13.	Sustainable Tourism as a Factor of Cohesion Among European Region	X	X				X			
14.	Sustainable Tourism & Transport (MuSTT)						X			
15.	Sustainable Tourism in the Alps. Report on the State of the Alps	X	X	X	X	X	X	X	X	X

Source: by authors.

Table 8 shows the regional distribution of the 15 cases selected for deeper analysis. It illustrates that cases from all areas of Europe were selected and that the cases selected cover different spatial scales.

Four cases are pan-European (EU-wide) initiatives or reports & studies (EDEN Award, European Charter for Sustainable Tourism, Cohesion Study; MuSTT study). The EU-wide feasibility and preparatory study **MuSTT** looks at a multi-stakeholder European target action for sustainable tourism and transport. It was published in 2004 by tourism and transport experts from the Netherlands and Germany (70). The purpose of the study was to define an approach for a healthy ratio between the tourism volume and the environmental load of transportation resulting directly from tourism. It aimed to help uncouple the economic growth of the European tourism sector and its negative environmental impacts by encouraging more sustainable production and consumption patterns in European tourism. Another EU-wide study selected is the **Cohesion Study** by the European Communities (71) which focussed on sustainable tourism to create cohesion across the European Region. The study provided an overview of the EU tourism

industry at the time of publication and assessed strengths and weaknesses concerning its sustainability as well as opportunities and threats for the tourism industry in the near future. Both studies, although highly relevant to the sustainability of European tourism development are now out-dated.

Table 8: Spatial level of best cases analysed

Case	Name	EU-wide	Trans-national	National	regional	local
1.	Carpathians		X			
2.	Scotland			X		
3.	Baltic Culinary		X			
4.	Cyprus			X		
5.	Alpine Pearls		X			
6.	Beach Torres					X
7.	Climate UK				X	
8.	TourCert DE			X		
9.	EDEN award	X				
10.	Charter	X				
11.	FEM		X			
12.	CARMATOP			X		
13.	Cohesion Study	X				
14.	MuSTT Study	X				
15.	Alps Study					
Number of cases		4	4	3	2	1

Source: by authors

A third best practice case on a pan-European level is the **European Charter for Sustainable Tourism in Protected Areas**. The Charter is a management tool for ensuring that tourism contributes to sustainable development of protected areas in Europe. It was established by EUROPARC Federation in 2002 (72) and is a voluntarily agreement similar to a processed-oriented certification system, encouraging good practice by recognizing protected areas meeting agreed requirements for the sustainable development and management of tourism. So far, more than 100 protected areas in more than 10 European countries have been certified (ibid.). Overall, the charter can be seen as a mature “model of governance” for sustainable tourism destination management.

Another example for pan-European initiatives is the **EDEN award**, established in 2006 by the European Commission (73). It is a biannual award that is based on national competitions of the EU-Member States and focuses on small, less developed destinations. The winning destinations can serve as best practice examples for other less developed regions across Europe.

Five of the selected best cases are transnational initiatives for different physical regions of Europe (Baltic Sea, Carpathian Mountains, and the Alps). For example, in the Baltic Sea region the INTERREG project "**The Baltic Sea Region Culinary Heritage Sea & Baltic Sea Culinary Route**" is aimed to develop a culinary route including culinary tourism products based on regional food heritage and thereby to empower rural service economy (74). It involves a variety of public and private tourism, rural development and food stakeholders from six different Baltic countries. It is a typical example of many transnational touristic route projects that are trying to conserve or improve the cultural heritage in Europe by developing tourism products. Additionally on a transnational level, there are also the **Female Entrepreneur's Meetings (FEM) in the Baltic Sea Region**, promoting women's access to labour market and entrepreneurship. This project was financially supported by the European Regional Development Fund and INTERREG between 2004 - 2007 (75), which covered the establishment of Women Resource Centres that are still active today, the development and implementation of a mentoring method for female entrepreneurs, the development of a Micro Credit Mechanism for women entrepreneurs as well as the establishment of a transnational network of experts for the support of women entrepreneurs in tourism.

Another selected transnational initiative is the **Strategy for Sustainable Tourism Development of the Carpathians** involving seven countries (Czech Republic, Hungary, Poland, Romania, Serbia, Slovakia, and Ukraine). The strategy process was initiated in 2007 by the Sustainable Tourism Working Group of the "Framework Convention on the Protection and Sustainable Development of the Carpathians" (76). Published in 2014, it gives a common vision for the sustainable development of the transnational region over the next ten years (2015-2020). It has been developed by many different relevant stakeholders of the mountain region and includes objectives, country action plans, a joint action plan and concrete institutional, financial arrangements for implementation. The Sustainable Tourism Strategy for the Carpathians hopes to ensure a concerted development of sustainable tourism in an economically less developed, transnational mountainous region of Europe.

The **Alpine Pearls** transnational initiative involves co-operation between 27 communities from seven different countries in the Alpine region. It is a network for environmentally and climate friendly tourist transportation destinations offering guests the potential to arrive without a car and to have easy access to public transportation on site. The network is the result of two successive EU projects between 1998 and 2006 (Alps Mobility and Alps Mobility II (Interreg)) (77). The EU funding periods were used to create the necessary infrastructure. Before the end of the second project the local stakeholders tried to find a solution for how to continue their work without EU-funding and founded a network based on membership fees.

Last but not least, the **study "Sustainable Tourism in the Alps – Report on the State of the Alps"** is another best practice case selected for the transnational level. Also focussing on the Alpine region, the report (2013) by the Alpine Convention (78) gives an overview of the situation of tourism in the Alpine regions and analyses the responses already obtained by the Alpine Convention and its Protocol on Tourism in the

Alps. It presents possibilities and opportunities for improving the development of sustainable tourism in the Alps.

*Three best practice cases are national projects or policy cases (Visit Scotland Strategy, Cyprus Sustainable Tourism Initiative and the Dutch CARMATOP-Project). The **Scottish sustainable tourism strategy** was developed by the national tourism organisation Visit Scotland in 2010 and implemented between 2011 and 2015 (79). Through internal operations, engagement with visitors (marketing campaigns, visitor information centre), businesses (quality assurance, business advice), and other strategic partners, several objectives regarding sustainable tourism have been achieved. According to the organisation, the strategy also raised awareness for sustainable tourism issues among the employees of Visit Scotland as well as among tourism stakeholders across Scotland.*

The **Cyprus Sustainable Tourism Initiative** was established in 2006 (80). It is a good example for the cooperation of different destination stakeholders with tourism industry partners and scientists in the main source market, the UK. Financed by membership fees as well as project funding, it engages in issues concerning important sustainability issues for tourism on the island. Several actions have been implemented (e.g. plastic reduction, water saving, regional economic development). The focus lies on awareness raising, but also initiatives with quantitative results (e.g. water saving projects for hotels) were realised.

The Dutch **CARMATOP-Project** (Carbon management for tour operators) was implemented on a national level between 2013 and 2015 (81) and involved the Centre for Sustainable Tourism and Transport of the University of Applied Sciences Breda (NHTV), several Dutch tour operators, further scientific institutions and NGOs. It was funded by the Foundation Innovation Alliance (SIA - Stichting Innovatie Alliantie) with funding from the Ministry of Education, Culture and Science (OCW) (ibid.). The project explored needs and requirements for carbon management as well as the quality of existing tools and found that none of the over 100 carbon calculators analysed worldwide fulfilled the requirements for an online tool suitable for the need of the participating Dutch tour operators requiring the development of a new online carbon calculator tool (Carmacal). The potential of a carbon label for tourism products was also investigated. The CARMATOP project illustrates how the European tourism industry can be helped to reduce its greenhouse gas emissions.

*Two regional best practice cases were selected: Climate South West in the UK and the TourCert project in Germany. **Climate SouthWest** is one of twelve regional cross-sectoral public-private stakeholder networks in the UK trying to proactively adapt to the challenges of climate change by raising awareness of the impacts of climate change, informing and advising on the challenges and opportunities as well as developing practical adaption responses. The partnerships bring together a range of key stakeholders from the private, public and third sectors, who act as single point of contact within the region on all climate change adaption issues, and are driving a coordinated approach to climate change across key sectors. With a strong tourism section, Climate SouthWest network raises awareness among tourism stakeholders on the issue of climate change and shows them how it will directly and indirectly affect their tourism business. It was established in 2001 by the British Environment Agency (BEA) and is funded by the BEA as well as project funding (82).*

The German Tourism Certification Organisation **TourCert** was commissioned by the government of the Federal State of Baden Württemberg in 2012 to carry out an analysis and evaluation of existing sustainability audits in tourism and develop a sustainability audit for tourism destinations suitable for the region (83). The certification system developed considers all aspects of sustainability (social, ecological, economical) using qualitative and quantitative data. This represents one of many similar schemes developed across the EU in the last 15 years and serves as a living field laboratory to establish how a certification process can be successfully managed transparently without green-washing. It shows potential for use at other destinations in Germany and to become a national sustainability certification system for German tourism destinations.

The last selected regional case is an initiative of a community in Portugal (**Beach Access Improvement Torres Vedras**) that aims to improve access to beaches for people with physical impediments and to guarantee easy access to bathing areas for all people living and visiting the region, to move towards a sustainable tourism development. Since its beginning in 2004, the number of accessible beaches has increased (84) only benefitting users with disabilities as well as the elderly and people with temporary incapacity.

The selection demonstrates the range and scope of EU initiatives over the last 15 years, with a variety of stakeholders (public, private, NGOs) at different spatial levels. Although schemes address different aspects of sustainability, social issues appear under-represented, particularly employment issues such as fair working conditions. Transnational stakeholder networks are among the longer running initiatives and it is apparent that public funding is almost always associated with sustainable tourism projects with few being instigated or funded by the tourism industry.

PART III: POLICIES

5. POLICIES

KEY FINDINGS

- Tourism and Environmental policies are not aligned, although a “holistic sustainable tourism policy” is slowly developing.
- The European vision for sustainable tourism and transport does not adequately reflect the gravity of externalities caused by European tourism transport, specifically air transport/flight.
- There is a noticeable lack of integration between tourism, environmental and transport policies.
- Actions for destinations and products do exist, but do not provide a coherent and integral sustainable development policy.
- European funding is available for some sustainable tourism through various financial instruments, but it is scattered without strong direction or strategic vision given to tourism development.

5.1. Current legal framework

5.1.1. An asymmetry between European tourism and environment policies development

The European scale seems particularly suitable when one considers the diversity of policy challenges raised by the notion of sustainable development of tourism. Indeed, the European Union includes the world’s largest international tourism destinations and the economic union fostered the development of a single market with common rules and a single currency for the Eurozone. Defining a common policy is appropriate for a phenomenon like tourism, which is increasingly intercontinental due to the globalisation of flows. Currently, some major environmental challenges relevant for tourism are principally tackled at the European level, for example climate change (see the Energy and Climate Pack²¹), biodiversity (Birds and Habitats Directives²²) and water (Water Framework Directive²³).

The past decades, however, reveal an asymmetry in the approach to tourism and sustainable development within the EU. Indeed, while the EU has continuously reaffirmed the central goal of sustainable development in its policy and legal framework, it was not until recently that it developed the legal foundation for a sustainable European tourism policy. However, the EC has progressively developed the basis of a vision for sustainable and competitive European tourism (see COM(2007)621 final “Agenda for a sustainable and competitive European tourism”).

The Environmental Policy is particularly structured, and national moves are mostly triggered by European directives and decisions. The EU provides vision and ambition for the European environment.

²¹ See http://ec.europa.eu/clima/policies/package/index_en.htm.

²² See http://ec.europa.eu/environment/nature/legislation/birdsdirective/index_en.htm and http://ec.europa.eu/environment/nature/legislation/habitatsdirective/index_en.htm.

²³ See http://ec.europa.eu/environment/water/water-framework/info/intro_en.htm.

The Single European Act²⁴ (1986) formed the legal foundation for a collective action on environment, the Maastricht Treaty²⁵ (1992) created the European Environment Policy, and the Amsterdam Treaty²⁶ (1997) enlarged it to the notion of sustainable development and urged the integration of sustainable development in other policies. The Lisbon Treaty²⁷ (2009) added a new objective of the Union policy, with the promotion, at the international level, of measures aiming at tackling regional or global environmental issues, and in particular climate change (article 191). This new competence created a new position of Commissioner for Climate Action, in addition to the already existing Commissioner for the Environment, and to the creation of a general directorate on Climate within the EC.

The Multi-annual Action Plan for the Environment²⁸ (2010) operationalises this EU commitment. The Decision No 1386/2013/EU of the European Parliament²⁹ and of the Council of 20 November 2013 adopted the seventh Plan (2014-2020), 'Living well, within the limits of our planet'³⁰. This document contains three key objectives: a) to protect, conserve and enhance the Union's natural capital, b) to turn the Union into a resource-efficient, green, and competitive low-carbon economy, c) to safeguard the Union's citizens from environment-related pressures and risks to health and wellbeing. Some dedicated financial instruments like the LIFE programme (€3.4 billion over the 2014-2020 period) complement this policy.

In contrast, **tourism is an area where subsidiarity tends to prevail**. The extreme diversity of national and local situations has hampered the emergence of a vision for a European tourism policy for a long time. For emitting countries (roughly: Northern Europe), tourism is above all an industry of tour operators and travel agencies, and the "tourism policy" should aim at a better regulation of business practices, in particular for an increased competitiveness. For receiving countries (roughly Southern Europe) tourism is destination-based, dominated by SMEs and accommodation services, and the priority policy challenges are local economic and environmental effects of the activity. This explains, for example, the non-adoption by the Council of the Commission proposal for a Multi-annual Programme to assist European Tourism called "Philoxenia"³¹.

The Maastricht Treaty mentioned the possibility of measures favourable to tourism, but without creating a legal competence. The Green Paper of the Commission reaffirmed in 1995, some 'orientations for the development of tourism'. This led to the establishment in 1998 of a High Level Group on Tourism and Employment. The EC communication COM(2006) 134 final, 'A renewed EU Tourism Policy - Towards a stronger partnership for European Tourism' (85) re-launched the thinking on a common policy.

The Lisbon Treaty finally laid the foundation of a European tourism policy. As article 195 of the TFEU (86) states, the European Union can:

- encourage the creation of a favourable environment for the development of undertakings in this sector;

²⁴ See http://www.cvce.eu/obj/the_single_european_act-en-abd540f4-e8e6-4d11-8b67-f551892e2f1b.html.

²⁵ See http://www.cvce.eu/obj/treaty_on_european_union_maastricht_7_february_1992-en-2c2f2b85-14bb-4488-9ded-13f3cd04de05.html.

²⁶ See <http://www.eurotreaties.com/amsterdamtreaty.pdf>.

²⁷ See <http://www.consilium.europa.eu/uedocs/cmsUpload/st06655-re01.en08.doc>.

²⁸ See http://europa.eu/legislation_summaries/agriculture/environment/l28027_en.htm.

²⁹ See <http://faolex.fao.org/docs/pdf/eur129696.pdf>.

³⁰ See <http://ec.europa.eu/environment/pubs/pdf/factsheets/7eap/en.pdf>.

³¹ See http://europa.eu/rapid/press-release_IP-96-366_en.htm.

- promote cooperation between the Member States, particularly by the exchange of good practice.

The legal basis of the tourism policy is clearly limited: tourism being an area where the EU has supporting competence, which means it will not encroach upon Member States' competences and therefore rules out any perspective of harmonisation.

In June 2010, the European Commission adopted the Communication, 'Europe, the world's No. 1 tourist destination – a new political framework for tourism in Europe' (1). This communication set out a new strategy and action plan for EU tourism. Four priorities for action were identified:

- to stimulate competitiveness in the European tourism sector;
- to promote the development of sustainable, responsible, and high-quality tourism;
- to consolidate Europe's image as a collection of sustainable, high-quality destinations;
- to maximise the potential of EU financial policies for developing tourism.

Unfortunately, this policy disregards the recommendation to take account of the unsustainable development of tourist transport, with lengthening distances between source markets and destinations and increasing reliance on less environmentally efficient modes of travel such as car and plane (e.g. 15).

Not addressing this major sustainability issue through policy makes it difficult for tourism to develop sustainably.

The European "tourism policy", (87), is inspired by the objectives of competitiveness and sustainable development. It highlights actions undertaken, including:

- enhancement of transnational products (cycling tourism, cultural routes....);
- more visibility of European tourism, for instance with the organisation of European tourism forums;
- more support for SMEs, in particular in e-tourism and the use of ICT;
- better access to tourism, with the idea of a mechanism for voluntary tourism exchanges between Member States in the low season, in particular for specific disadvantaged target groups (e.g.: seniors, young people, people with disabilities, families on low incomes);
- observations and statistics, with the implementation of a virtual tourism observatory;
- branding and cooperation of Europe (visiteurope.com website), visibility of European tourism (European tourism forums...), cooperation with the European travel commission.

The 2010 communication still forms the basis of the strategic vision of the Commission on tourism, although a new set of priorities has been announced by the new Commissioner Bieńkowska (88), with more detailed priorities about new technologies (promote the digitalisation of tourism SMEs), environment (finalise the European Charter for Sustainable and Responsible Tourism) and the role of transport (improve 'intermodality' and transport connectivity).

5.1.2. The slow emergence of an European vision for sustainable tourism

Since 1999, European institutions have slowly paved the way for the emergence of a policy vision on the sustainable development of tourism. Between 1999 and 2001, the High Level Group on tourism and employment included a working group D on Tourism and Sustainable Development, which recommended, amongst other policies, the elaboration of an Agenda 21 for tourism in Europe.

Apart from the generic initiatives presented in 6.1.1, various specific initiatives and documents contributed to this vision, e.g. Initiatives of the 2006 EU presidency, COM (2003) 716 "Basic orientations for a sustainability of European tourism", COM (2007) 621 "Agenda for a sustainable and competitive European tourism".

In 2007, the Tourism Sustainability Group (TSG) established by the EC, issued a report proposing key challenges (Table 9), mechanisms for implementation, responsibilities for action and recommended initiatives at the European level (89).

The more localised, COM(2014) 86 final, of 20 February 2014, "A European Strategy for More Growth and Jobs in Coastal and Maritime Tourism" seeks to promote sustainable growth and competitiveness in coastal and maritime tourism.

5.1.3. A call for a reference policy document on sustainable tourism

It is also interesting to note the persistent call for a reference document that would provide a consensus about the sustainable development of tourism. In 2001, the High-Level Group recommended the adoption of an "Agenda 21 for tourism", constantly reaffirmed by the Commission, until the elaboration of a "European charter for sustainable and responsible tourism". A draft was submitted for consultation in 2012 (90), which was met with general support of the majority of the stakeholders. The Tourism Policy Unit announced a reshaping of the first draft text, but the outcome of that is unclear. The European Charter for Sustainable and Responsible Tourism should "streamline existing charter initiatives into one single document setting the broad principles of sustainable and responsible tourism in relation with destinations, tourism enterprises and their services but also in relation to tourists" (91).

5.1.4. The role of the European Parliament

Before the adoption of the Lisbon treaty, the Parliament contributed to the elaboration of a vision, adopting resolutions, such as on New prospects and new challenges for sustainable European tourism' on 8th September 2005 and on 'A renewed EU tourism policy: Towards a stronger partnership for European Tourism', on 29th November 2007.

Lastly, Parliament adopted a 'resolution on Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe'³², on the basis of its own-initiative report (the first following bringing into force of the Lisbon Treaty). While supporting the 21-point policy strategy presented by the Commission, Parliament wishes to promote a competitive, modern, high-quality and sustainable tourism that is accessible to all, by focusing on Europe's multiculturalism. MEPs stressed the importance of measures taken in other sectors, such as employment, taxes or consumer rights, which could have a decisive impact on tourism. In 2012, the European Parliament set up a Task Force on tourism in the Committee on Transport and Tourism in order to closely follow the

³² See P7_TA(2011)0407 <http://www.europarl.europa.eu/sides/getDoc.do?pubRef=-//EP//TEXT+TA+P7-TA-2011-0407+0+DOC+XML+V0//EN>.

implementation of actions proposed by the Commission in its Communication on *Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe*

Finally, the EP advanced several topics:

- heritage preservation, with the creation of a European Heritage label. This label started as an intergovernmental initiative and was endorsed by the EP with the idea of adopting this at the EU level, and later formally establishing this label via the legislative process.
- cross-border routes, with the cycle route along the route of the former Iron Curtain, which encourages the sector to diversify its supply of services in order to respond to seasonal fluctuations in tourist numbers;
- promotion, with the adoption by EP plenary on 29 October 2015 of the INI report New challenges and concepts for the promotion of Tourism in Europe (2014/2241 (INI));
- quality: in February 2014, the Commission proposed a set of voluntary European Tourism Quality Principles to help tourism service providers promote the quality of their services and strengthen consumer confidence. But the proposal encountered a blocking minority in the Council and, as no foreseeable agreement was possible, the Commission withdrew it in December 2014. The Parliament supported this approach, recommending the adoption of European tourism quality label, as an umbrella label complementary to national labels.

5.2. Main sustainable tourism development policy challenges

In 2007 the Tourism Sustainability Group issued eight main policy challenges which remain valid.

Table 9: Policy challenges highlighted by the Tourism Sustainability Group

Challenges
1: Reducing the seasonality of demand
2: Addressing the impact of tourism transport
3: Improving the quality of tourism jobs
4: Maintaining and enhancing community prosperity and quality of life in the face of change
5: Minimising resource use and production of waste
6: Conserving and giving value to natural and cultural heritage
7: Making holidays available to all
8: Using tourism as a tool in global sustainable development

Source: EC DG ENTERPRISE AND INDUSTRY. 2012a. Consultation document. Subject: European Charter for Sustainable and Responsible Tourism. Brussels, Belgium: EC DG Enterprise and Industry.

Some policy gaps have recently been addressed by Commissioner Bieńkowska (2015), who announced eight new priorities (in particular at the Madrid Global Tourism Forum, 17th January 2015), five of which are related to sustainable tourism. First, the European

Charter for Sustainable and Responsible Tourism will be finalised. Second, seasonality will be reduced, acting against overcrowding and inefficient resource use. Also 'intermodality' and transport connectivity will be improved. Finally, the issue of governance is prioritised, which will be instrumental to sustainable development. However, the priority to promote Europe as a tourist destination, particularly for developing countries may be at odds with the desire to mitigate climate change as the long haul inbound trips cause a very large share of all tourism's emissions.

5.2.1. A lack of integration between tourism and transport policies

As shown in Section 2.7 climate change is one of the main challenges for the sustainable development of tourism (92). This obviously covers the greenhouse gas emissions of tourism mobility (see Section 2.2). The records of various European institutions reveal, however, reluctance, or at least some existing barriers, to link tourism and transport through their environmental impacts. In 2003 the EC commissioned a pioneering survey, "Multistakeholders' initiative on sustainable tourism and transport", which estimated the current and projected share of tourism mobility in the European greenhouse gas emissions, and urged the need to "decouple tourism and transport growth" (see 70, 35).

In 2006, the Austrian presidency organized a specialist conference (Vienna, 2006) *"Environmentally friendly travelling in Europe. Challenges and Innovations Facing Environment, Transport and Tourism"* (93). In particular, this event promoted the use of train for transport from tourists' homes to their destinations. A number of initiatives, such as EC funded CONCERTOUR, have promoted closer integration of tourism and transport policies. CONCERTOUR's overall objective was to support EU policies on improving the competitiveness of tourism. It has proposed new guidelines for tourism based on the concept of the 'whole travel itinerary' (94) and identified scope for improved coordination between the currently DG TREN (now MOVE) and DG ENTERPRISE (currently GROWTH) (95). It has also taken into account emerging tourism needs and demands, focusing on the main elements affecting the tourism market, i.e. co-modality, information and ticketing, and removing barriers to mobility and tourism.

Apart from these rare examples, the current situation shows that tourism is not regarded as a sector of importance in the debates around transport. The White Paper on transport (53) does not contain a single occurrence of the word "Tourism". This in spite of strong recommendations on the future of (high speed) rail for long distance transport: *"By 2050, complete a European high-speed rail network. Triple the length of the existing high-speed rail network by 2030 and maintain a dense railway network in all Member States. By 2050 the majority of medium-distance passenger transport should go by rail"* (53). This lack of cooperation between transport and tourism sectors hampers, not only a good understanding of the relationships between transport and tourism (15), but also the efficient development of sustainable transport for tourism and thus sustainable tourism itself (96, 97).

- Improved high-speed train networks are not promoted sufficiently as efficient means for long-distance transport, also not in connection with other modes (intermodality). The fragmented rail market, which obstructs international sales and marketing, is an important barrier for a quick development of the market as an alternative to air transport or car transport. The internalisation of transport externalities has not been successful, as air and car are still under-taxed whereas rail meets full costs (95), resulting in unfair competition.

- Similarly, the European Union created an international debate and dispute, when it included aviation in the European Union Emission Trading Scheme (ETS), for trips within and from and to Europe³³. The implementation of such a trading scheme is temporarily halted, waiting for the adoption of a global scheme by the International Civil Aviation Organization (ICAO). Although tourism motivations (both personal and professional) account for the majority of air transport, the sector was not really involved in the debates. Manente et al. (98) provide a very relevant example of policies not intended for tourism conflicting with those that specifically address tourism, here with environment and transport both presenting proposals concerning aviation, but with different objectives: reducing greenhouse gas emissions through the EU-ETS on the one hand and enhancing the competitiveness of the EU transport system by stimulating small regional airports on the other.

This and the absence of coherent tourism policy leads to a fragmentation of decisions that in turn can lead to inconsistencies and opposing actions (98). It prevents an efficient approach to tackling tourism's main environmental (climate change, energy consumption, water, waste/food, health, landscape/nature) and social challenges (seasonality, wages, crowding), thus frustrating the achievement of sustainable tourism goals.

5.2.2. Actions for more sustainable tourism destinations and products

At the destination level, sustainable tourism labelling and certification is still immensely fragmented and incomplete (issues like biodiversity are neglected, labels remain voluntary with little adoption and monitoring). The concrete effects of labels are still very much unknown due to lack of reliable quantitative empirical evidence. Many destination-centred sustainable tourism policies and governance ignore the difference in impact of transportation to the destination. For example, a domestic tourist in The Netherlands causes an average of 225 kg of CO₂ emissions per trip, while an intercontinental visitor causes 2523 kg of CO₂ (99). Although the latter generally stay longer, the per-visitor-day emissions are 72 kg for domestic and 206 kg CO₂ for intercontinental tourists. Even in terms of 'eco-efficiency', European visitors to the Netherlands will emit 0.61 kg CO₂ per € spent, while intercontinental visitors cause 1.08 kg CO₂ per €. Such large differences in emissions need to be factored into new policy, e.g. the policy "to promote Europe as a tourist destination, particularly for third countries" (88) would be further developed. Ways for reducing seasonality and its adverse effects on tourism employment, environmental impacts, crowding, etc., have not been greatly explored.

The importance of domestic tourism, both for European tourism in general and for sustainable EU tourism development, is not sufficiently acknowledged and reflected in tourism policy. Knowledge of sustainable tourism management among the European tourism workforce is low, where awareness of the efficiency of 'low-hanging fruit' could lead to quick wins regarding the sustainability of the sector.

The main areas of actions of the EC in the field of sustainable tourism are:

- destinations networks and awards, for instance with the Network of European Region for a Sustainable and Competitive Tourism (NECSTour)³⁴ and the European destinations of excellence (EDEN) initiative³⁵;

³³ See http://ec.europa.eu/clima/policies/transport/aviation/index_en.htm.

³⁴ See <http://www.necstour.eu/necstour/home.page>

³⁵ See http://ec.europa.eu/enterprise/sectors/tourism/eden/what-is-eden/index_en.htm.

- the promotion of ecolabels and certifications, in particular with the European ecolabel for accommodation services in Europe³⁶, or the EUROPARC charter on the sustainable development of tourism in protected areas (100);
- the promotion of cycle tourism³⁷ (97);
- monitoring and evaluation, with the development of an European tourism indicators systems (12).

5.3. Financial framework and investments

A paradox lies in the importance of the EU funding devoted to tourism development, in spite of a relative absence of a policy framework. A volume on European tourism planning and organisation concludes that this absence, and that of policy coordination, affects strategic areas of European tourism, such as sustainable tourism development.

Mitigating the fragmentation of tourism and non-tourism policies and harmonising policy frameworks are conditions for a sustainable and competitive vision of development in European tourism planning (72). Indeed, the action of the EU in the field of tourism is not framed by a widely agreed, reference strategy, even though COM(2010)352 (1) gives minimum directions. Moreover, the EU does not provide strong direct financial support for (sustainable) tourism development, in the absence of a dedicated common action programme for tourism. Parliament's call for a specific programme for tourism, under the 2014-2020 multiannual financial framework, was rejected by the Council. Even though the Lisbon treaty gave a 'status' to tourism, the sector still falls into the third rank of priority policy actions, i.e. "supporting, coordinating or supplementary competences of the EU". The EC capacity to develop a real tourism policy is relatively limited.

This contrasts with strong involvement of the EU in providing large and diverse resources to tourism stakeholders, especially at regional and local levels. In 2014 the EC issued a "Guide for EU funding for the tourism sector" (1). This document crosses different European funds (European Regional Development Fund, Cohesion Fund, European Agriculture Fund for Rural Development, European Maritime and Fisheries Fund, Life, Horizon 2020, COSME, Creative Europe Programme, ERASMUS+, Employment and Social Innovation) and their potential application for tourism purposes.

It is not surprising that tourism, being a cross-cutting activity with diverse needs, may apply to several funding sources. Therefore the proportion of tourism in adopted projects reveals an important contribution by the EU. For instance, more than 1/3 of LEADER+ projects cover tourism, making tourism an important contributor to rural development. A report by the European Court of Auditors (102) analysed ERDF projects for the period 2000-2006 and the contribution of tourism. For the 2000-06 programme period, 7994 million euro were allocated by the Structural Funds for tourism, including €4623 million from the ERDF on physical investments (e.g. information centres, tourist accommodation, catering facilities). The remaining €3371 million related to non-physical investments (e.g. development and provision of tourist services, sporting, cultural and leisure activities, heritage), shared services and vocational training. The report concluded ERDF had a satisfying impact on employment.

³⁶ See <http://destinet.eu/who-who/market-solutions/certificates/fol442810/european-ecolabel-for-tourist-accommodation-services-and-camp-site-services>.

³⁷ See http://ec.europa.eu/growth/sectors/tourism/offer/sustainable/cycling-routes/index_en.htm.

Due to this dispersion of EU action in various funds, and the absence of periodical evaluation of this use of funds, it is extremely difficult to estimate whether these funds encourage *sustainable* tourism development or may even sometimes negate the desired trends. For example: is sustainable tourism mobility a priority of project holders? Do they favour low carbon transport modes? Do rural tourism development projects endanger protected habitats and species?

6. CONCLUSIONS AND RECOMMENDATIONS

6.1. Conclusions regarding European sustainable tourism

The following conclusions can be drawn from our work regarding environmental impacts:

1. The majority of tourism studies and policies have a bias towards air transport based international tourism. This bias is unfortunate, as it ignores the fact that less than 20% of European tourism depends on air transport and around 60% of European tourism is domestic, and of the remainder (40%), less than 10% leaves the EU (based on 35).
2. Another important finding of the study is the almost total lack of EU wide data about the social and environmental impacts of tourism. Even data for tourism itself, as a phenomenon, is rather incomplete as it largely ignores domestic tourism, and totally ignores tourism transport. At best the transport modes of arrivals are known, but nothing about the distances people travel and the transport modal split for different source-market destination combinations. A gap in knowledge also exists about transport cost. See, for example the estimates made for a study for all Mediterranean countries in Europe, Africa and the Middle East about costs and tourism transport volume (103, 104).
3. From our study we also find that sustainable tourism development is difficult to achieve by just stimulating niche markets as slow tourism, eco-tourism, or responsible tourism. It should be approached in a systemic and holistic way, which means it needs to include all forms of tourism like domestic and mass tourism. Niche markets are unlikely to become mainstream and therefore cannot make mass tourism sustainable.

The following trends were observed in environmental impacts:

- Climate change is the major environmental impact of tourism. This causes between 50 and 90% of tourism's external costs and is mainly produced by tourism transport. Tourism's contribution to climate change causes more than 8% of Europe's greenhouse gases and this share is increasing since while tourism emissions are increasing, total EU emissions are decreasing in line with EU's 20/20/20 goals³⁸.
- Other important environmental impacts are on air quality (from road transport), noise (from all transport modes) and impacts on the landscape, nature (caused by construction of transport infrastructure, accommodation and leisure facilities like golf courses).
- Although the overall water consumption for tourism is small, it mainly occurs in water scarce seasons and areas of Europe, aggravating problems. Water use is still increasing.
- Increases in global travel also causes wider and faster spread of pathogens and diseases although travel is associated with enhanced human wellbeing,
- Lack of relevant, EU-wide, recent and detailed data means these environmental impacts have not been fully analysed for European tourism.

³⁸ See for instance an informative background article on <http://news.bbc.co.uk/2/hi/europe/7765094.stm>.

Tourism also has following social and economic impacts:

- Tourism forms an important part of the EU economy, but generally the economic impact of intercontinental inbound tourism is overstated in economic studies, while domestic tourism is understated. The majority of outbound trips by EU residents are also taken within other Member States. These trends not only mitigate potential environmental problems but generate more stable flows and economic benefits than inter-continental tourism.
- Although currently less established, tourism offers potential for job generation in less-developed regions of the EU. However, the quality of the jobs may suffer from tourism's propensity for relatively low wages, seasonality and less favourable time schedules.
- There is a high need for new approaches to EU tourism statistics that would allow a much-needed, more comprehensive view on (intra-)EU tourism flows and on tourism's (economic) interdependence with other sectors.

6.2. Cases and impacts

A total of 162 relevant cases were identified through our research (see overview in Annex I). The cases were then divided into best practices, policies and research reports and also geographically into six EU regions. From these cases, we selected and described in detail the 15 most interesting that together give an overview of what is currently happening in the EU regarding sustainable tourism. From the case studies we extracted following conclusions:

- Cases cover voluntary measures ranging: from education and awareness-raising to product development and marketing for specific tourism segments (e.g. cycling, hiking, cultural or natural heritage tourism), regional economic development, sustainable business, destination planning and management like strategies, indicators and certification.
- Most cases involve practical implementation projects, followed by government/policy actions.
- Most research was produced by universities and focused on local and regional case studies.
- Policy/Government cases comprise memoranda of understanding or sustainable tourism strategies for specific destinations, generally in protected (landscape and nature) areas.
- There is an almost total absence of systematic impact evaluation studies for the cases.
- Most cases rely on public, mostly EU, funding. Stakeholders use a wide variety of EU-funding options (e.g. for education, regional development, nature conservation).
- There are many long-term transnational initiatives for different physical regions of the EU (e.g. The Alps, the Baltic/ North Sea, the Mediterranean, the Balkans, the Carpathians, international rivers as the Danube). Some focus on a special topic for years (e.g. Alpine Pearls on mobility) while others deal with different aspects of sustainable tourism development over the years (e.g. Baltic Sea region).
- There are some trans-disciplinary networks for sustainable tourism at the EU and national level, where industry stakeholders, consulting organisations and

academic bodies work together on questions concerning sustainable tourism (e.g. Latvia, Cyprus).

- Impact assessment studies at the EU level are almost non-existent and the one that best covers environmental impacts is the MuSTT study from 2004 and therefore not really up-to-date.

6.3. Policy recommendations

In this section we provide lists of policy options based on the findings of this research. We define policy gaps for sustainable tourism primarily in the following areas: tourism transport, destinations, businesses and products, and monitoring and research.

6.3.1. Recommendations for sustainable tourism transport

Tourism and transport is an often ignored issue in sustainable tourism development. Transport between source markets and the destinations is often taken for granted and not seen as a policy issue for tourism policies despite causing tourism's main environmental impact.. However, there are opportunities to improve the sustainable development at the destination level. Therefore we recommend approaching sustainable tourism in a holistic, integrated way, including all elements of tourism and strategically taking account of all consequences of tourism including the markets to be developed and the consequences for the environment and social aspects. In detail the following policy issues may be further explored:

- Promote the tourist use of efficient, comfortable and fast train networks for long distance and cross-border journeys.
- Better integrated rail markets: commercial agreements (alleviate legal barriers) between railways companies, to increase cross-country sales. Explore the idea of an EU wide "open rail" agreement similar to "open sky" agreements, offsetting main competition barriers and harmonizing technical standards over Europe. Such an Open Rail agreement would remove current price and ticketing barriers existing between, for example, the German and French booking systems. These barriers in selling tickets make full competition between railway companies difficult and may also prevent long distance rail competing effectively with air and car transport.
- Start a campaign to promote intermodality, for instance in Global Distribution Systems, travel scheduling and ticketing web portals.
- From the perspective of integration of tourism in GHG regulatory schemes, limit the increase of the dependence of tourism to aviation, and therefore promote alternative transport modes and give far more attention to domestic tourism and short haul international tourism (less than 1500 km for one-way O/D distance), which forms the backbone of current European tourism. Short haul and domestic travellers account for about 90% of arrivals (15).
- Consider more carefully the development of new airports; decisions should be based on accurate demand forecasts and weigh both the impacts of a new airport on inbound and outbound tourism and alternative, more environmentally friendly, transport modes.
- Ensure fairer competition (taxes, ticketing regulations) between low cost carriers and railways/busses/coaches.

- Assist tourism enterprises to make better use of alternatives to private car transport, especially for low-income clients (coaches, buses, car-pooling).

6.3.2. Recommendations for sustainable tourism destinations

Destinations may develop sustainably by directly reducing the impacts of accommodation, (leisure) facilities and local visitor transport. They also may influence the mobility generated by the transport of visitors to the destination by using eco-efficient marketing strategies. The following is recommended:

- Further encourage the certification of destinations (European Charter for Sustainable Tourism) and sharing experience through networking.
- Monitor better (quantitatively) the effects of existing destination labelling and sustainable development schemes. Include both local transport and transport to the destinations in such monitoring schemes.
- Develop carbon management to improve marketing strategies of destinations.
- Encourage the development of local governance schemes (through destination management organisations and tourism offices, including e-tourism) in countries where this it is still missing, like in less developed regions of the EU.
- Modernise existing schemes for the access of youth to travel; create specific accessibility schemes for people with disabilities; enhance low season schemes with discounts for people on low incomes (e.g. exchange program between Members states).
- Give priority to less developed European regions in the access of tourism funding in instruments like ERDF.
- Enhance the development of European historic and cultural routes.
- Encourage the zoning of school holidays (especially summer and winter) so as to reduce seasonality.

6.3.3. Recommendations for sustainable businesses, services and products

Sustainable business and product development is one key for sustainable development of tourism. As the unsustainable development of tourism is strongly related to the trend for long haul markets to develop faster than short haul domestic markets, there is scope for supporting domestic and intra-EU tourism development and products. We recommend following:

- Preserve the development of domestic tourism operators (i.e. aiming at offering tourism services to their nationals), which still generate most tourism revenues in Europe (especially SMEs), especially with the access of an increasing share of the Central and Eastern Europe population to tourism.
- Generalise the implementation of ecolabels in Europe (European ecolabels on accommodation services), and improve the integration of climate change issues in Ecolabelling, or create a specific energy and carbon labelling scheme.
- Improve the initial and vocational training of tourism employees, especially in new destinations and on sustainability issues.

- Further develop and promote the introduction of carbon management for both inbound and outbound tour operators and DMO's based on for instance the very advanced, carbon management dedicated Dutch tool Carmacal³⁹.

6.3.4. Improve tourism monitoring, statistics and research

The assessment of environmental and social impacts revealed a dramatic lack of accurate data about these tourism impacts. Partly this knowledge gap is caused by the focus of tourism statistics on economic values like numbers of arrivals and guest-nights, spending per day, etc. On the other hand, the revenues of tourism transport also are largely ignored as well as the effects new infrastructure may have on the balance between inbound and outbound travel and the net local economy (105). The latter may drain a local economy. The following recommendations are proposed:

- An update of study and research where tourism and transport models are coupled to determine the overall impacts of tourism and transport on a range of environmental and social factors, is strongly recommended. This is a condition to assess the integration of tourism and transport sectors' policies. The Multi-stakeholder European Targeted Action for Sustainable Tourism & Transport (Mustt) project, initiated by the EC in 2004 provided a good knowledge base, which should be updated.
- Develop strongly improved tourism impact dedicated statistics relating arrivals, nights, travel purpose (leisure, business, etc.) and expenditures with transport modes, source markets and distances travelled.
- Perform more critical analysis of the impact of new airport capacity on specific regions.

³⁹ See <http://www.cstt.nl/carmacal>. The key outcome of project CARMATOP is CARMACAL, a simple application which allows tour operators to measure the complete and detailed carbon footprint of their tour packages, enabling the integration of carbon management into their daily operations

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ANNEX I: LIST OF CASES, POLICIES AND REPORTS

Table 10: European-wide.

<i>Countries</i>	<i>R=Report, P=policy, B=best practice</i>	<i>Description</i>	<i>Source</i>
EU	R	Methodological work on measuring the sustainable development of tourism - Part 1: Technical report	http://ec.europa.eu/eurostat/de/web/products-statistical-working-papers/-/KS-DE-06-001
EU	R	Sustainable Tourism as a Factor of Cohesion among European Regions	http://cor.europa.eu/en/documentation/studies/Documents/Sustainable-Tourism.pdf
EU	R	Impacts of European Cultural Routes on SME's innovation and competitiveness	https://www.coe.int/t/dg4/cultureheritage/culture/routes/StudyCR_en.pdf
EU	R	Mapping skills and training needs to improve accessibility in tourism services	http://www.lhac.eu/resources/library/study-b-mapping-skills-and-training-needs_final.pdf
EU	R	Study on the impact of EU policies and the measures undertaken in their framework on tourism	certess.culture-routes.lu
EU	R	The European Cycle Route Network EuroVelo. Study	http://www.cstt.nl/userdata/documents/finalreport-eurovelo2012.pdf
EU	R	Study of Access Requirements Related to Quality Norms in European Tourism	http://www.keroul.qc.ca/DATA/PRATIQUEDOCUMENT/50_fr.pdf
EU	R	Background Paper Sustainable Tourism in Insular Europe. Trends, Issues and Policy Implications. Prepared for the CPMR Sustainable Tourism Working Group	http://www.islandscommission.org/en/index.php?act=3,2
EU	R	Study in support of policy measures for maritime and coastal tourism at EU level	http://www.baltic-sea-strategy-tourism.eu/cms2/EUSBSR_prod/EUSBSR/en/Leftpane/_Documentation/Studies/index.jsp
EU	R	Sustainable Tourism and Nature Conservation Surf Nature	http://www.surf-nature.eu/fileadmin/SURFNATURE/Publications/Sustainable_Tourism_Thematic_Booklet.pdf
Worldwide	R	The Rise of the Sharing Economy: Estimating the Impact of Airbnb on the Hotel Industry	http://people.bu.edu/zg/publications/airbnb.pdf

<i>Countries</i>	<i>R=Report, P=policy, B=best practice</i>	<i>Description</i>	<i>Source</i>
EU	R	EU Lake Tourism study (Slow Tour)	http://www.slow-tour.eu
	R	Sustainable Tourism as a Factor of Cohesion Among European Regions - EUROPEAN UNION - Committee of the Regions (2006)	http://cor.europa.eu/en/documentation/studies/Documents/Sustainable-Tourism.pdf
	P	Communication from the Commission to the Council, the European Parliament, the European Economic and Social Committee and the Committee of the Regions - Basic orientations for the sustainability of European tourism (COM/2003/0716).	http://ec.europa.eu/enterprise/sectors/tourism/documents/communications/commission-communication-2003/index_en.htm
	P	Communication from the Commission - A renewed EU Tourism Policy - Towards a stronger partnership for European Tourism (COM/2006/0134).	http://ec.europa.eu/enterprise/sectors/tourism/documents/communications/commission-communication-2006/index_en.htm
	P	Commission Communication 2007: Agenda for a sustainable and competitive European tourism COM(2007)	http://ec.europa.eu/enterprise/sectors/tourism/documents/communications/commission-communication-2007/index_en.htm
	P	Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions - Europe, the world's No 1 tourist destination - a new political framework for tourism in Europe (2010)	http://eur-lex.europa.eu/legal-content/EN/ALL/?uri=CELEX:52010DC0352
	B	ETIS. European Tourism Indicator System or the sustainable management of destination toolkit	http://ec.europa.eu/enterprise/sectors/tourism/sustainable-tourism/indicators/documents_indicators/eu_toolkit_indicators_en.pdf

Countries	R=Report, P=policy, B=best practice	Description	Source
ES, SE, AT, PL, IT, BG, CY, PT, MT	B	<p>SEEMORE - Sustainable & energy efficient mobility options in tourist regions in Europe. Regional actors in 8 European coastal tourist regions change the travel behaviour of visitors within their regions towards more sustainable transport modes. The main objectives of the project are to:</p> <ul style="list-style-type: none"> - Increase visitors' awareness of sustainable mobility; - Strengthen the co-operation between the mobility and tourism sectors; - Shift travel behaviour of tourists to sustainable transport modes; and - Communicate and transfer experiences to other tourist regions. 	http://www.seemore-project.eu/docs/1396/D4_4g_National_reader_PO_RTUGAL.pdf
	B	<p>CONCERTOUR aimed to create synergies between transport, research and tourism sectors in Europe. Its overall objective was to propose new guiding concepts for tourists based on the successive stages of 'the whole travel itinerary' and to support EU policies in improving the competitiveness of its tourism sector. The project focused on transport as lever/opportunity and not as barrier to sustainable development and competitiveness, taking into consideration relevant key factors such as: improvement of socio-economic benefits, sites attractiveness, and reduction of adverse environmental/social impacts and guarantee fair/equal access to tourism for all.</p>	http://www.transport-research.info/web/projects/project_details.cfm?id=36909 http://cordis.europa.eu/project/rcn/85761_en.html
	B	<p>EU Cultural Routes programme was launched by the Council of Europe in 1987</p>	http://www.coe.int/t/dg4/cultureheritage/culture/routes/default_en.asp
	B	<p>European Charter for Sustainable Tourism - Europarc</p>	http://www.europarc.org/library/europarc-events-and-programmes/european-charter-for-sustainable-tourism/

<i>Countries</i>	<i>R=Report, P=policy, B=best practice</i>	<i>Description</i>	<i>Source</i>
	B	ENAT - the European Network for Accessible Tourism.	http://www.accessibletourism.org/?i=enat.en
	B	EDEN - European Destinations of Excellence. Project promoting sustainable tourism development models across the European Union. The project is based on national competitions that take place every year and result in the selection of a tourist “destination of excellence” for each participating country.	http://ec.europa.eu/enterprise/sectors/tourism/eden/
AI, BE, CH, CZ, DE, EL, ES, FR, HR, IT, MT, NL, PT, SE, UK	B	NECSTouR - Network of European Regions for a Sustainable and Competitive Tourism. 28 Tourism Regional Authorities + 30 representatives of the academic and business sectors.	http://www.necstour.eu/necstour/necstour.page
IT, FR, RO, ES, HU, UK, DK, SK	B	ERNEST - European Research Network on Sustainable Tourism: the project addresses the issue of sustainable development of the tourism sector through coordination and collaboration among regional research programmes on sustainable tourism through the development of a framework. Within this platform, regions will share and build on research work already underway at regional level and make it more productive and efficient through exchange and through the planning and implementation of joint activities.	http://www.ernestproject.eu
	B	TransCSR - transparency and acknowledgement of CSR skills in the tourism	

Countries	R=Report, P=policy, B=best practice	Description	Source
DE, ES, FI, IT, LV, SK, UK	B	STEPPA - Sustainable Tourism in Enterprises, Parks and Protected Areas , Outcomes: Critical review and analysis of sustainability standards and practices produced/presented by partners and proposal of harmonized solutions. <ul style="list-style-type: none"> •Development of sustainable tourism research tools for implementation by partners. Includes production of visitor and business assessment studies of academic standard. •Development of contents for online platform (e.g. Research tools and reports) •Development of training modules for partners (use and implementation of research tools and online platform) <ul style="list-style-type: none"> •Four network meetings •Analysis of research results and production of reports 	http://www2.uef.fi/documents/1145891/1362825/STEPPA+%E2%80%93+Sustainable+Tourism+in+Enterprises,%20Parks.pdf/65a9f367-0194-413d-b5ef-6e988e24f4ed
	B	FEST Foundation -Foundation for European Sustainable Tourism	http://www.festfoundation.eu/
BE, DE, BG, CY, EE	B	Move it - EMAS easy . Helping the touristic sector to obtain environmental certifications	http://www.move-it.eu/the-emas-easy-move-it-project
	B	UNESCO supports sustainable tourism through cultural protection in single countries	http://whc.unesco.org/en/tourism/
EU	B	European Cultural Tourism Network (ECTN) contest 'Destination of Sustainable Cultural Tourism 2015'	http://www.culturaltourism-network.eu/award-2015.html ; http://www.vidzeme.com/en/news/nomination-for-'destination-of-sustainable-cultural-tourism-2015'.html

<i>Countries</i>	<i>R=Report, P=policy, B=best practice</i>	<i>Description</i>	<i>Source</i>
HR, GR, LV, PL	B	Sustainable tourism and corporate responsibility in tourism industry: two educational institutions, seven national tourism associations, over 250 travel agencies, over 300 travel agency employees and more than 600 pupils and students to connect and move towards a common goal of sustainable tourism development in the EU. The project has implemented training programs and certification, acquired over 500 students, over 200 travel agency staff. Travelife certification is followed by over 50 travel agencies in Croatia, Greece, Poland and Latvia.	http://www.celotajs.lv/en/news/item/view/470
LV, LT, NL, PL, HR, GR	B	„Travelife - Corporate Social Responsibility Training and Certification in the Travel Sector”	http://www.celotajs.lv/en/news/list/p?3&lang=en&page=1

Table 11: Western European.

<i>Countries</i>	<i>R=Report, P=policy, B=best practice</i>	<i>Description</i>	<i>Source</i>
UK	R	CCVE - Climate Change and the Visitor Economy. Challenges and Opportunities for England's Northwest	http://www.sed.manchester.ac.uk/geography/staff/documents/CCVE_Summary_Report.pdf
UK	R	Sustainable Tourism: A Review of Indicators	http://www.ons.gov.uk/ons/dcp171776_236479.pdf
ES, FR, PT, UK	P	Atlantic Arc Commission working group tourism & Atlantic culture. Aims: foster cooperation, exchanges of experiences and good practices between Regions in strategic policy areas for the development of the Atlantic Arc; help to voice the interests of the Atlantic Regions before the EU institutions and establishing them as a source of proposals when preparing and implementing the different European programmes. Knowledge Exchange: pooling the various policies regarding tourism and culture that are being developed in each of the participating Regions, as well as the initiatives of the European Commission and the rest of the European institutions. Analysing the viability of undertaking joint promotion actions. Analysing the viability of creating an Atlantic Tourism Brand. Studying the opportunity to promote the transnational candidacy of the Atlantic Diet as UNESCO Intangible Cultural Heritage. Strengthening and positioning Atlantic gastronomy as organic gastronomy. Strengthening nautical tourism and cruise tourism. Boosting cultural tourism. Contributing to the creation of a network of centres of maritime excellence in the Atlantic. Supporting companies to develop new products linked to the Atlantic Ocean.	http://arcatlantique.org/index.php?act=1,3,2
UK	P	National Sustainable Tourism Strategy 2010 - 2015 (Scotland)	http://www.visitscotland.org/pdf/VisitScotland-Sustainable-Tourism-Strategy-Consultation-

Countries	R=Report, P=policy, B=best practice	Description	Source
			May%202010.pdf
UK	P	A Strategy and Action Plan for Sustainable Tourism in the Broads 2011-2015	http://www.broads-authority.gov.uk/_data/assets/pdf_file/0006/405582/Tourism_Strategy_for_the_Broads.pdf
IE	P	Sustainable Tourism Strategy Giant Causeway	http://ccght.org/wp-content/uploads/2013/04/Sustainable-Tourism-Strategy-2011-2016.pdf
IE	P	People, Place and Policy Growing Tourism to 2025	http://www.dttas.ie/sites/default/files/publications/tourism/english/people-place-and-policy-growing-tourism-2025/people-place-and-policy-growing-tourism-2025.pdf
UK	P	The Future of Sustainable Tourism. Northern Ireland Tourist Board	http://www.nitb.com/Portals/2/SharePointDocs/2433/Intelligent%20Vision%20Series%20-%20The%20Future%20of%20Sustainable%20Tourism.pdf
UK	P	Working Towards Sustainable Tourism in England's AONBs	http://www.landscapesforlife.org.uk/images/NAA_ONB-Defra-VisitEngland-Working-Towards-Sustainable-Tourism-in-England-July-2012.pdf
UK	P	Partnership Statement: Visit England and National Parks	http://www.nationalparksengland.org.uk/_data/assets/pdf_file/0005/357899/Partnership-statement-NPE-and-VE-July-2013.pdf
UK	P	Strategy and Action Plan for Sustainable Tourism in the Cotswolds Area of Outstanding Natural Beauty 2011 - 2016	http://www.cotswoldsaoib.org.uk/userfiles/file/tourism/sustainable-tourism-strategy-final-complete-version.pdf
UK	P	Sustainable Tourism in England: A framework for action. Meeting the key challenges (2009)	http://webarchive.nationalarchives.gov.uk/+http://www.culture.gov.uk/images/publications/sustainabletourismengland_frameworkap.pdf
ES, FR, PT, UK	B	ECOSAL ATLANTIS project - Ecotourism in the Atlantic salt-marshes: a strategy for integral and sustainable	http://ecosal-atlantis.ua.pt/index.php?q=content/biodiversity-

Countries	R=Report, P=policy, B=best practice	Description	Source
		development. Project promoting the heritage of salt production around the Atlantic Coasts of the UK, France, Spain and Portugal. goal of creating a tourism trail known as “The Traditional Salt Route of the Atlantic”	and-eco-tourism-1
IE	B	GeoparkLIFE - programme to balance tourism with conservation, through a partnership of local communities and local, national and international agencies. It aims to strengthen the integration of tourism and natural heritage, reconciling tourism development with the conservation of biodiversity and cultural heritage in the Burren region. They are working with community groups on a range of projects that are centred on education, heritage, conservation and access.	http://www.burrengeopark.ie/geopark-life/eu-life/
UK	B	ClimateSouthWest, Tourism Working group	http://climatesouthwest.org/tools/tourism
UK	B	STEP - Sustainable Tourism in Estuary Parks	http://www.step-projects.eu/
DE, DK, NL	B	PROWAD - sustainable tourism around the Wadden Sea project. Objectives: 1. develop a consistent tourism strategy and action plan, 2. establish a transnational network of local and regional stakeholders, 3. develop sustainable, high quality tourism offers	http://www.prowad.org/about-prowad/project-overview
UK	B	visitengland.com: Web page on sustainable tourism for tourism providers and visitors; best practice example for communication	https://www.visitengland.com/biz/advice-and-support/businesses/maximising-your-sustainability; https://www.visitengland.com/plan-your-visit/sustainable-travel
UK	B	Green tourism: British certification programme	http://www.green-tourism.com/
UK	B	Visit England Sustainable Tourism Award, special award among the Visit England tourism awards	http://www.visitenglandawards.org/docs/categories/Sustainable%20App%202015.pdf

Countries	R=Report, P=policy, B=best practice	Description	Source
UK	B	Getting there: Sustainable Transport in UK National Parks	http://www.nationalparksengland.org.uk/_data/assets/pdf_file/0005/336506/National-Parks-Sustainable-Transport-Case-Studies-Nov-2012.pdf
UK	B	Sustainable transportation initiatives in the Lake District	http://www.lakedistrict.gov.uk/learning/factstourism/sustainable-tourism/sustainable-tourism-initiatives
FR, BE, UK	B	CAST (Coastal Actions for Sustainable Tourism): INTERREG IVA project between Northern France, Belgium and Southern England (Dover Strait). It combines innovative activities to boost coastal tourism and change the perception of the coastlines through the identification of new opportunities to attract and retain visitors and to guarantee sustainable tourism. In this framework, 16 partners bordering 8 straits of Europe have joined in the partnership in order to share experience, good practices and analyse the governance tools already implemented or in project. This will be done through several events such as study visits, workshops, seminars, forums and conferences.	http://www.interreg4c.eu/good-practices/practice-details/?practice=1072-cast-coastal-actions-for-sustainable-tourism&http://www.interreg4c.eu/projects/project-details/?project=135-network-of-straits&
NL	B	“GO-Elektro”, a sustainable mobility option, Goedereede Goeree-Overflakkee receives a large number of tourists and holidaymakers during the summer months. Many tourists explore the island by car; however, this means of transport does not offer an optimal experience for those visitors interested in the island’s nature. GO-Elektro is an initiative of Veero in cooperation with various parties, including the tourist information offices of Ouddorp aan Zee and South Holland Islands, and Webego. Launched in 2010, this initiative provides the opportunity to rent electric scooters on Goeree-Overflakkee.	http://www.qualitycoast.info/wp-content/uploads/2013/08/nl-goedereede-go-elektro.pdf http://www.qualitycoast.info/?page_id=739

Table 12: Central European.

<i>Countries</i>	<i>R=Report, P=policy, B=best practice</i>	<i>Description</i>	<i>Source</i>
AT, CH, DE, FR, IT, LI, SI	R	Sustainable Tourism in the Alps. Report on the State of the Alps	http://www.alpconv.org/en/AlpineKnowledge/RSA4%20en%20WEB.pdf?AspxAutoDetectCookieSupport=1
DE	R	Integration of biodiversity into CSR processes in tourism. Baseline Study. A screening of tourism standards and awards for biodiversity aspects (in Germany)	http://www.adelphi.de/files/uploads/andere/pdf/application/pdf/csrbi-div-baseline_study-barrierfrei-en_final.pdf
DE	R	Reiseanalyse Studies (2014) : The demand for sustainable tourism products by German travellers	http://www.bmub.bund.de/fileadmin/Daten_BMU/Download_PDF/Tourismus_Sport/nachhaltiger_tourismus_nachfrage_bericht_bf.pdf
DE	R	Study by German tourism destinations about sustainable tourism (March 2015)	http://www.mascontour.info/befragung/
AT, DE	B	Alliance for bogs in the Alps: Project aims and implementation steps: development of bog environmental education instruments, development of trans-national marketing instruments, development of sustainable eco-tourism, particularly with regard to the protection of the bogs and sensitive habitats, development of management plans.	http://www.interreg4c.eu/good-practices/practice-details/?practice=493-alliance-for-bogs-in-the-alps&

Countries	R=Report, P=policy, B=best practice	Description	Source
AT, HU, IT, RO, SK, PL, HU, UA	B	Access2Mountain aims at developing appropriate conditions to increase the accessibility of mountain regions in the Alps and the Carpathians by sustainable transport and support the development of a high potential for sustainable tourism. Access2Mountain aims to set up pilot projects to access tourist areas and to ensure sustainable local mobility at destinations. Furthermore, the experiences gained in this exercise and the experiences from other mountain tourist regions will be shared in order to enhance the regional and local knowledge and introduce further sustainable mobility services.	http://www.access2mountain.eu/en/downloads/Documents/Access2Mountain_project_leaflet_Online.pdf
AT, CH, D, F, IT, SI	B	Alpine Pearls/ Alps Mobility, Alps Mobility II (INTERREG III B)	http://www.alpine-pearls.com/fileadmin/userdaten/presse/Pressetexte_EN/AP_Presstext_Fakten_engl_01_2013.pdf
AT, DE, FR, IT	B	ClimAlpTour - Climate Change and its impacts on tourism in the Alpine Space	http://www.climalptour.eu/content/
DE	B	BiKliTour - Tourism regions as pilot regions for the development of adaptation strategies in the context of biodiversity, tourism and climate change.	http://www.ioer.de/biklitour/
DE	B	INKA BB - Tourism - The project's goal was to raise awareness of potential impacts of the climate change among Brandenburg's tourism stakeholders and to test and evaluate proactive adjustment measurements.	http://zenat-tourismus.de/projekte/abgeschlossene-projekte/klimawandel-und-tourismus
DE	B	TourCert-Projekt - certification for CR	http://www.tourcert.org/en/sustainability-in-tourism.html
	B	European Cultural Routes	
DE	B	Sustainable destinations 2012/2013 (German national contest of the German National Tourism Federation & Federal Agency for Nature Conservation)	http://www.bundeswettbewerb-tourismusregionen.de/

<i>Countries</i>	<i>R=Report, P=policy, B=best practice</i>	<i>Description</i>	<i>Source</i>
LU	B	EcoLabel for environmental friendly tourism enterprises - an initiative of the tourism ministry and the ministry for sustainable development and infrastructure	http://mouvement.oeko.lu/ecolabel_Home.286-3.html

Table 13: North & Baltic European.

<i>Countries</i>	<i>R=Report, P=policy, B=best practice</i>	<i>Description</i>	<i>Source</i>
SE	R	Tourism and Sustainable Community Development in Northern Sweden	http://www.diva-portal.org/smash/get/diva2:667491/FULLTEXT01.pdf
FI, SE, NO	R	The social Sustainability of hunting tourism in Northern Europe	http://www.helsinki.fi/ruralia/julkaisut/pdf/Rep_orts59.pdf
DK	R	HORESTA/Green Key Study about green tourism in Denmark - requirements and analysis	http://greenkey.dk/media/32045/Markedsfoering_srapport_rapport.pdf
	R	Sustainability certification of Nordic tourist destinations: Report from an expert workshop in Stockholm 11th September 2012	http://norden.diva-portal.org/smash/record.jsf?dswid=6467&pid=diva2%3A701438&c=5&searchType=SIMPLE&language=en&query=turism&af=%5B%5D&aq=%5B%5B%5D%5D&aq2=%5B%5B%5D%5D&aqe=%5B%5D&noOfRows=50&sortOrder=author_sort_asc&onlyFullText=false&sf=all&jfwid=6467
EE	R	Wetland Tourism: Estonia - Soomaa National Park	http://www.ramsar.org/sites/default/files/documents/pdf/case_studies_tourism/Estonia/Estonia_Soomaa_EN-.pdf
All Baltic Sea states	P	EU-Strategy for the Baltic Sea Region. Tourism (+ action plan)	http://www.baltic-sea-strategy-tourism.eu/cms2/EUSBSR_prod/EUSBSR/en/start/index.jsp
DK, IS, FI, NO, SE	P	Bornholm Green Destination (publication on bright green island)	http://brightgreenisland.com/wp-content/uploads/2013/05/Bright_Green_Island_Catalogue_UK_WEB.pdf
SE	P	Nationell Strategi för Svensk Besöksnäring - Hållbar tillväxt för företag och destinationer (Swedish National Tourism Development Strategy Sustainable growth for companies and destinations)	http://www.strategi2020.se/upload_dokument/S_HR_Strategidokument.pdf

Countries	R=Report, P=policy, B=best practice	Description	Source
SE	P	Hållbarhet. En tillgång för Sverige. Strategie för att kommunicera Sverige som en hållbar destination. (Sustainable Tourism Communication/Marketing strategy)	http://partner.visitsweden.com/Global/Om%20oss/H%C3%A5llbarhet/VISIT_hallbarhet_101119.pdf?epslanguage=sv
FI	P	Principerna för hållbar turism på naturskyddsområden (The principles of sustainable tourism in protected areas)	http://www.metsa.fi/sivustot/metsa/sv/naturskydd/skotselochbrukavomraden/rekreationochnaturturism/Principierforhallbarturism/Sivut/Principernaforhallbarturismpanaturskyddsomraden.aspx
DK	P	Kingdom Denmark: Strategies for the Arctic 2011-2020, statements about tourism development, sustainable tourism	http://canada.um.dk/da/~-/media/Canada/Documents/Other/Arktis_Rapport_DA.pdf
DE	B	Flagship Project: Facilitate sustainable shore excursions by cruise ship operators in the Baltic Sea	http://www.baltic-sea-strategy-tourism.eu/cms2/EUSBSR_prod/EUSBSR/en/start/index.jsp?&pid=96032
	B	Smart Tourism Development in the South Baltic. Building Partnerships for Attractive Destinations (Handbook). 21 smart solutions, designed to increase the sustainable use of the South Baltic's rich natural and cultural heritage for regional development. Developed and tested by project partners across borders, the methods, instruments, products, recommendations and guidelines are presented	http://www.baltic-sea-strategy-tourism.eu/cms2/EUSBSR_prod/EUSBSR/en/_Leftpane/News/index.jsp?&pid=83643
FI	B	Carbon Footprint Policy's objective is to raise environmental awareness and create more environmentally friendly tourism businesses. The Carbon Footprint Policy develops one of the aims of the tourism strategy of Lahti Region: to create a policy for corporate social responsibility, which the tourism businesses in the region can utilise in their management. The implementation of the strategy aims are coordinated by Lahti Regional Development Company (LAKES). Environmental as well as economic and social aspects are included in the corporate	http://www.interreg4c.eu/good-practices/practice-details/?practice=476-carbon-footprint-policy&http://icerproject.eu/servlet/download?type=doc_field_file&field=file&id=7209

Countries	R=Report, P=policy, B=best practice	Description	Source
		social responsibility. The Carbon Footprint Policy develops the environmental policy of the corporate social responsibility. The policy includes a carbon footprint calculation for the pilot businesses and creation of a pilot version of an environmental handbook for tourism business	
DK, IS, FI, NO, SE	B	Nordic Council Environment Prize 2011 Green Tourism	http://www.norden.org/en/news-and-events/news/nordic-countries-reward-sustainable-tourism
	B	Nordic Conference on Adult Learning - skills for sustainable tourism island network of the Nordic Network for Adult Learning, NVL - which consists of Bornholm, Gotland, and Åland - has addressed the three island areas' experiences, needs, and interests with regard to the development of skills to promote and sustain the islands' development. The three areas share potential for the development of sustainable tourism.	http://www.norden.org/en/nordic-council-of-ministers/council-of-ministers/nordic-council-of-ministers-for-education-and-research-mr-u/institutions-co-operative-bodies-working-groups-and-projects/working-groups-and-boards/nordic-network-for-adult-learning-nvl/events/nordic-conference-adult-learning-2013-skills-for-sustainable-tourism-bornholm-27-28-may-2015/
	B	Sustainable Food Tourism, the Nordic countries as a sustainable gastronomic region	http://www.norden.org/en/theme/ny-nordiskmad/nnm2024-visions-for-new-nordic-food/the-nordic-region-as-a-sustainable-gastronomic-region/ ; http://nynordiskmad.org/tema/norden-som-gastronomisk-region/
DK,FI,IS, NO, SE	B	Explore - Experiencing local food resources in the Nordic countries: High quality restaurants with menus of regional specialties and food experiences can be engines in local and rural development. This project's aim is to spread knowledge on how these restaurants can contribute to local development, how bottlenecks can be reduced and how to increase the value creation from regional food products and from tourism and experience concepts in	http://nynordiskmad.org/tema/prosjekter/avslutade-projekt-2007-2011/ ; http://www.nordicinnovation.org/Global/_Publications/Reports/2010/EXPLORE%20-%20Experiencing%20local%20food%20resources%20in%20the%20Nordic%20countries.pdf

Countries	R=Report, P=policy, B=best practice	Description	Source
		rural areas of the Nordic countries.	
DK, SE, UK	B	CREST - Toolbox with recommended actions to develop a sustainable tourism destination (4 islands + 1 coastal community) The aim of the work was to find tools for solving common problems, as well as inspire each other in work opportunities.	http://projektwebbar.lansstyrelsen.se/kosterhave/t/SiteCollectionDocuments/sv/publikationer/CREST_Verktyslada_Svensk_andrad.pdf
SE	B	Swedish Certification Programme for quality and sustainability among Swedish tourism companies. Based on the idea of Qualmark NZ, Green Tourism Business Scheme	http://www.tillvaxtverket.se/huvudmeny/insatserfortillvaxt/naringslivsutveckling/besoksnaring/swedishwelcome.4.74f57d0f1283a4f88ff800014119.html ;
SE	B	Sustainable Destination Development - Growth Board has been tasked by the Government to make additional efforts to strengthen and develop sustainable tourism destinations.	http://www.tillvaxtverket.se/huvudmeny/insatserfortillvaxt/naringslivsutveckling/besoksnaring/hallbardestinationsutveckling.4.6a7dfe9a134cd71cae180008518.html ; http://www.raa.se/aktuellt/om-aktuella-fragor/regeringsuppdrag/hallbar-turism/
FI	B	Green Tourism of Finland Ecolabel project	www.greentourism.fi/
EE, LT, SE,	B	TREBLE (3BL). Triple Bottom Line Approach in Sustainable Tourism Development in the Baltic Sea Region. 12-month assessment program based on the awareness of the huge potential of the tourism sector to contribute to the EU 2020 and European Blue Growth agenda in terms of smart and sustainable growth and to bring forward sustainable rural development that ensures quality of life and employment opportunities in rural settings of the Baltic Sea Region aimed at SMEs.	http://balticsea.com/wp-content/uploads/2014/02/Project-Presentation-TREBLE.pdf
SE	B	Natural & Cultural Heritage as a Resource for Sustainable Development and Growth (Project): By looking at the potential that lies in using natural and cultural heritage as assets in the development and growth processes have been	http://samla.raa.se/xmlui/bitstream/handle/raa/132/9789172095960.pdf?sequence=1 ; http://norden.diva-portal.org/smash/get/diva2:701344/FULLTEXT01 .

Countries	R=Report, P=policy, B=best practice	Description	Source
		looking project for the win-win effects that can be achieved through increased cooperation between these areas. This has been done through the exchange of good Nordic experience where nature and heritage is a resource such as sustainable tourism, employment and the quality of human life.	pdf; http://norden.diva-portal.org
DK	B	Green tourism activities in the hotel and restaurant union in Denmark	http://www.horesta.dk/da-DK/Raadgivning/Miljoe-Energi/Groen_turisme/~media/Filer/Miljoe/Gr%C3%B8nV%C3%A6kstiTurismen-230813.ashx ; http://www.horesta.dk/da-DK/Raadgivning/Miljoe-Energi/Groen_turisme
EE	B	Information portal about sustainable tourism for Estonian tourism providers (Estonian Tourist Association)	http://www.puhkaeestis.ee/et/eesti-turismiarenduskeskus/spetsialistile/turismi-tootearendus/saastva-turismi-valdkonnad-javaimalused
EE	B	Sustainable offering for Estonian tourists on the internet portal of the Estonian Tourist Association, available in all languages of the target groups	http://www.puhkaeestis.ee/et/avasta-eestimaad/roheline-eesti
EE	B	Estonian Soomaa National Park sustainable tourism activities	http://eesti.soomaa.com/estonian-soomaa-national-park-recieved-two-sustainable-tourism-labels-within-last-week/
LV	B	Sustainable Tourism Cluster of Latvia: promote interdisciplinary collaboration between travel agents and operators, tourism service providers, research and educational institutions thus facilitating the growth of sustainable tourism of Latvia and related company competitiveness; innovating, exportable tourism product formation, at the same time provide optimum added value to clients and end consumer of sustainable tourism.	http://tourismcluster.lv/en ; http://convene.lt/en/press/newsletters/february/baltictravelgroup_feb.html

<i>Countries</i>	<i>R=Report, P=policy, B=best practice</i>	<i>Description</i>	<i>Source</i>
LV, LT, EE, DE, FI, NO, DK	B	Baltic Culinary routes initiative: This project aims are to create a common rural tourism conception and to create a "Baltic Sea Culinary Route.	http://www.celotajs.lv/en/news/item/view/472
Baltic Sea region	B	AGORA 2.0: The goal of the project is to create a unified identity for the Baltic Sea region by highlighting and advertising the most significant resources of the Baltic Sea region's natural and cultural heritage as the special value of the region. The project involves tourism sector associations, state institutions, business representatives, education and science institutes,	http://www.tava.gov.lv/en/agora-20; http://www.agora2-tourism.net
LV	B	Kuldiga - Sustainable Tourism Destination (regional best practice)	http://destinet.eu/resources/destinations/kuldiga-sustainable-tourism-destination
EE, FI, LT, PL, SE	B	FEM - Female Entrepreneur's Meetings in the Baltic Sea 2004-2007: Promoting women's access to labour market and entrepreneurship and creating a common structure for the support of women's entrepreneurship and women's active participation	http://www.interreg4c.eu/good-practices/practice-details/?practice=633-female-entrepreneurs-meetings-in-the-baltic-sea-2004-2007&
SE	B	GASTUR Promotion of local gastronomy: GASTUR aims to give Jämtland's small-scale food producers access to new markets and to enable visitors to experience the local cuisine on the farms where the food is produced	http://www.interreg4c.eu/good-practices/practice-details/?practice=397-gastur-promotion-of-local-gastronomy&

Table 14: Eastern European.

<i>Countries</i>	<i>R=Report, P=policy, B=best practice</i>	<i>Description</i>	<i>Source</i>
RO	R	Is Romanian Rural Tourism Sustainable? Revealing Particularities	http://www.mdpi.com/2071-1050/6/12/8876
HU, RO	R	Cross Border Projects- Ways for sustainable tourism development along the Romanian-Hungarian Border	http://geografie-uradea.ro/Reviste/Anale/Art/2014-2/6.AUOG_660_Bota.pdf
HU	R	Sustainability Assessment of Hungarian Lakeside Tourism Development	http://www.periodicapolytechnica.org/so/article/viewFile/7506/6787
HU, RO	R	Sustainable Rural Tourism Development in Hungary and Romania	http://www.quaestus.ro/wp-content/uploads/2012/03/ogarlaci4.pdf
HU	R	Hungarian cheese routes and their role in tourism. Local cheese in sustainable gastronomy	http://eugeo2015.com/20-sessions/p08-changing-world-changing-human-mobilities-global-convergence-and-divergence/748-hungarian-cheese-routes-and-their-role-in-tourism-local-cheese-in-sustainable-gastronomy
HR	R	Model for Sustainable Tourism Development in Croatia	http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2289408
CZ, HU, PL, RO, RS, SK, UA	P	Strategy for the Future Sustainable Tourism Development of the Carpathians	http://www.carpathianconvention.org/tl_files/carpathiancon/Downloads/03%20Meetings%20and%20Events/Working%20Groups/Sustainable%20Tourism/Carpathian_SusTourStrat_2409_ConsultationDraft.pdf
HU, UK, HR, BG, IT, RO, RS, SK	P	Transnational Strategy for the Sustainable Territorial Development of the Danube Area with special regard to Tourism	http://www.datourway.eu/index.php?project_summary/en/9/6/0/0/0/0/0/
LV	P	Strategy and Action Plan for Sustainable Tourism in Kemer National Park	http://www.daba.gov.lv/upload/File/DOC/KNP_tourism_strat_12.pdf
SI	P	Slovenian Tourism Development Strategy 2012-2016	http://www.mgrt.gov.si/fileadmin/mgrt.gov.si/pageuploads/turizem/Turizem-

Countries	R=Report, P=policy, B=best practice	Description	Source
			strategije_politike/STRATEGIJA_ENG_WEB.pdf
BG	P	Strategy for Sustainable Development of Tourism in Bulgaria 2014 - 2030	www.fpdd.bg
BG	P	Bulgaria: National Ecotourism Strategy and Action Plan	rmportal.net
SI, HR, RS, ME, MKD	B	<p>“WBAADT” - Western Balkan Adventure and Discovery Tour Overall objective of this project is to contribute to a better positioning of the Western Balkans on European and world tourism markets through the creation of transnational sustainable tourism products based on youth tourism as the main theme.</p> <p>Its special objective is to strengthen tourism industry of the ex-Yugoslavian countries which were devastated during the Balkan wars in the 90s. This will support overall European tourism competitiveness on the global tourism market, as the Western Balkans is the only European region which is relatively undiscovered by world travellers (with the exception of Croatia and Montenegro).</p>	http://ec.europa.eu/enterprise/sectors/tourism/sustainable-tourism/documents/wbaadt_en.pdf
SI	B	<p>Spa Snovik. Represent good practice in terms of their solutions related to Renewable Energy Resources technologies on one side and excellent cooperation with local communities on the other. The result of their efforts is reflected in acquisition of The European Eco-label for tourist accommodation service EU-Daisy. They are an eco-spa resort and treat the environment responsibly and the people who participate in their development efforts. Therefore they set out on a journey of preserving green, clean and healthy environment. The second important aspect in Spa Snovik are education activities towards adult and young guests in terms of ecological behaviour and the</p>	http://www.interreg4c.eu/good-practices/practice-details/?practice=479-awareness-raising-on-ecology-and-sustainable-development-in-spa-snovik-sustainable-spa-resort-example&

Countries	R=Report, P=policy, B=best practice	Description	Source
		excellent cooperation of the resort with local communities, other tourism actors and sites.	
BG	B	Programme for the sustainable development of enterprises in Bulgaria. Cleaner production and corporate social responsibility: The practice's main priority is raising awareness about the importance of sustainable development in the tourism sector, by training local experts to build national expertise on CP and CSR, and establishing Bulgarian examples of best practice. It is expected that the selected hotels will enhance competitiveness and increase their productivity by undergoing a CP assessment and improving CSR practices.	http://www.interreg4c.eu/good-practices/practice-details/?practice=695-programme-for-the-sustainable-development-of-enterprises-in-bulgaria-cleaner-production-and-corporate-social-responsibility-unido&
CZ, HU, PL, RO, RS, SK, UA	B	Good Practices of Sustainable Tourism in the Carpathians	http://www.carpathianconvention.org/tl_files/carpathiancon/Downloads/03%20Meetings%20and%20Events/Working%20Groups/Sustainable%20Tourism/good_tourism_Carpathians.pdf
RO, BG	B	EMAS to Forward Sustainable Tourism In Bulgaria and Romania- The Romania-Bulgaria Cross Border Cooperation (CBC) Programme 2007-2013	http://greenwebportal.eu
SK	B	NESsT: Social Enterprise Development Programme Slovakia 2012 - Innovation Injects New Sustainable Economic Development Opportunities.	http://www.nesst.org/blog/2012/06/20/nesst-social-enterprise-development-programme-slovakia-2012---innovation-injects-new-sustainable-economic-development-opportunities/
SL	B	Ljubljana, Slovenia (won World Travel & Tourism Council (WTTC) Tourism for Tomorrow Awards 2015 Destination Award)	http://www.wttc.org/press-room/press-releases/2015/wttc-announces-2015-tourism-for-tomorrow-awards-winners/; http://www.ljubljana.si/en/living-in-ljubljana/focus/93131/detail.html

Countries	R=Report, P=policy, B=best practice	Description	Source
SL	B	Partnership for Sustainable development of Slovenian Tourism	http://www.mgrt.gov.si/fileadmin/mgrt.gov.si/pageuploads/SOJ/Gradiva_za_novinarje/CREATING_PARTNERSHIPS_-_MARJAN_HRIBAR_MAY_2013_Compatibility_Mode_.pdf
PL	B	Jeziorak Lake - Development of tourist infrastructure around the Jeziorak Lake - systems of marinas. Preserving natural areas. Main assumption: Good practice demonstrates a new way of development and waste management around the lake as well as advanced infrastructure for nautical tourism	http://www.interreg4c.eu/good-practices/practice-details/?practice=326-jeziorak-lake&
PL	B	Silesian Botanical Garden: A new centre for active biodiversity conservation, environmental education and a broad interdisciplinary debate, also transforming a former military site into a new tourism attraction	http://www.interreg4c.eu/good-practices/practice-details/?practice=832-silesian-botanical-garden&
SI	B	Tourism development plans and products ensuring fishing tourism and water sports compatibility and balance	http://www.interreg4c.eu/good-practices/practice-details/?practice=1198-tourism-development-plans-and-products-ensuring-fishing-tourism-and-water-sports-compatibility-and-balance&
RO	B	SEEMORE Project: Central European Transfer Seminar on tourism and sustainable mobility	http://www.cei.int/content/seemore-project-central-european-transfer-seminar-tourism-and-sustainable-mobility-bucharest
HR	B	Croatia: showing the way to sustainable marine tourism	http://wwf.panda.org/what_we_do/how_we_work/conservation/marine/sustainable_use/sustainable_tourism/
	B	UNDP: Nature and people together - Guidelines for promoting sustainable rural development in Dalmatia Nature and people together	http://www.hr.undp.org/content/croatia/en/home/presscenter/articles/2014/09/13/sustainable-tourism-to-create-new-jobs.html

<i>Countries</i>	<i>R=Report, P=policy, B=best practice</i>	<i>Description</i>	<i>Source</i>
HU	B	Sustainable tourism (Tisza)	https://www.eda.admin.ch/erweiterungsbeitrag/de/home/projekte/fokus.html/projects/SECO/en/2009/UX00303/phase3
HR	B	Best practice: The Island of Lošinj - Sustainable development, preservation of flora and fauna, high living standard for islanders, quality tourism product and experience for guests, economic development, education, certified products, eco-friendly economy. The island of Lošinj and the archipelago offer preserved natural environment, dense centennial pine forest, 1200 plant species, clean air of the highest quality and clean sea; over 220 km of arranged routes and walking trails on five islands and indigenous heritage converging with high standards expected by today's guests.	http://destinet.eu/who-who/civil-society-ngos/sustainable-responsible-tourism-croatia/good-practice/losinj-island-of-vitality http://visitlosinj.hr/Default.aspx?lang=en-GB

Table 15: Southern European.

<i>Countries</i>	<i>R=Report, P=policy, B=best practice</i>	<i>Description</i>	<i>Source</i>
IT	R	Sustainable Tourism & Local Development in Apulia Region (2010)	http://www.oecd.org/employment/leed/46160531.pdf
IT	R	Case Study: Sicily, Building Sustainable Future for Tourism in Europe	http://euto.org/downloads/reports/leonardo2/17%20Case%20Study_Sicily_Building%20a%20sustainable%20future%20for%20tourism%20in%20Europe%20Maira%20Birtwistle.pdf
MT	P	Sustainable diving industry - Master Plan	http://www.mta.com.mt/divingmasterplan
IT	B	Per Viam. Pilgrims' Routes in Action - The project is about The Via Francigena and the other trans-national pilgrimage routes certified by the Council of Europe as tools of sustainable cultural tourism development and community participation to the enhancement of Europe's cultural and heritage diversity. The project aims to encourage and strengthen European cooperation among the public-private partners involved at all levels of governance of the European cultural route of The Via Francigena. The project partners will work as a consortium in order to promote a responsible and sustainable approach toward cultural-tourism along The Via Francigena. They will improve visibility and communication as well as knowledge and accessibility of the route for slow-tourists.	http://ec.europa.eu/enterprise/sectors/tourism/files/iron-curtain-trail/per_viam_en.pdf http://www.viefrancigene.org/it/progetti/

Countries	R=Report, P=policy, B=best practice	Description	Source
IT	B	<p>The Province of Rimini was awarded the first European Sustainable Tourism Prize, “Carmen Díez de Rivera” for its LIFE-Environment Project “Strategies and Tools towards Sustainable Tourism in Mediterranean Coastal Areas”. The general objective of the project is to foster integration of environmental strategies into development of the tourist industry. This general aim is pursued through knowledge of the area's problems, integration of the indicators used for the 'State of the Environment' report, implementation of strategic and integrated planning that will take into account the needs of all stakeholders and definition of an integrated strategy for the private sector according to the specific needs and characteristics of the operators in the Province. Finally, a Network of Mass-Tourism destinations will be set up, with the aim of incorporating sustainable tourism improvements. A broad social agreement on new ideas and projects in the area of sustainable tourism will also be actively pursued.</p>	http://ec.europa.eu/environment/life/project/Projects/index.cfm?fuseaction=search.dspPage&n_proj_id=1923
IT	B	<p>EcoDots builds upon ViaggiVerdi, a network website conceived and developed to promote eco-friendly tourism in Italy, to create and enhance a European web platform capable of acting as a catalyst for a community of eco accommodations, tours operators, itineraries and local communities sharing similar visions and values, and meeting harmonised sustainability standards.</p> <p>EcoDots aims to connect travellers, small and micro enterprises in the hospitality sector, tour operators, local communities and itineraries, sharing a close link to the concept of sustainability tourism.</p>	http://ec.europa.eu/DocsRoom/documents/5212/attachments/1/translations/en/renditions/native

Countries	R=Report, P=policy, B=best practice	Description	Source
ES	B	Greenways4Tour - Promoting and increasing international awareness of European greenways as excellent facilities for cyclists, walkers and people with disabilities and improving sustainable tourism choices in Europe. Greenways are independent non-motorized routes, mainly using disused railways and canal towpaths. Safe, accessible and very attractive, they give easy access to areas of outstanding natural beauty.	http://ec.europa.eu/enterprise/sectors/tourism/files/iron-curtain-trail/greenways4tour_en.pdf http://www.aevv-egwa.org/site/1Template1.asp?DocID=706&v1ID=&RevID=&namePage=&pageParent=
ES	B	CERTESS project aims to set up a common methodological framework on how to develop, manage and enhance European Cultural Routes (ECRs), by utilising reference development and governance instruments targeted to foster sustainable cultural tourism.	http://www.interreg4c.eu/good-practices/practice-details/?practice=847-dry-stone-route-ruta-de-pedra-en-se&
ES	B	LIFE STARS (+20) - The STARS+20 project has the specific objective of reducing CO ₂ emissions by 20% in the tourism sector, using as experimentation platform an internationally-recognized resource as the St. James Way, for interacting on supply and demand simultaneously.	http://www.lifestarsplus20.eu/en/proyecto-life-stars/introduccion/life-stars http://ec.europa.eu/environment/life/project/Projects/index.cfm?fuseaction=search.dspPage&n_proj_id=4694&docType=pdf

<i>Countries</i>	<i>R=Report, P=policy, B=best practice</i>	<i>Description</i>	<i>Source</i>
EL	B	<p>DAFNI Network is a voluntary scheme of island communities aiming for:</p> <ul style="list-style-type: none"> • a balance of economic growth with environmental standards and social concerns • regional development through sustainable tourism, social participation and innovative structures including e-governance • new energy and water management schemes including renewable energy sources and desalination 	http://www.dafni.net.gr/en/
EL, CY	B	<p>The project objective was to develop a strategic approach for CO₂ offsetting and carbon neutrality for the tourist accommodation industry which provides guidelines for the reduction of tourism contribution to climate change. At the same time it delivers cost savings if properly implemented, through reduced energy and water consumption, reduced fees for landfilling as well as through carbon credits.</p>	http://carbontour.uest.gr/

Countries	R=Report, P=policy, B=best practice	Description	Source
MT, ES, CY, JO, LB	B	<p>In order to regain competitiveness, Mediterranean countries need to modernise the management of their tourism assets, to invest in new technologies and to bridge the gap between research, industry and policy makers.</p> <p>The HELAND Project aims to apply advanced IT systems for the touristic valorisation of landscape and cultural heritage assets and to develop and disseminate practices and guidelines for their sustainable management in the Mediterranean and beyond. The implementation of various publicity and dissemination activities, for public and private stakeholders and for the general audience, will ensure proper coverage of the Project.</p>	<p>http://www.helandproject.eu/</p> <p>http://www.um.edu.mt/ittc/projects</p>
	B	<p>BSB-TOUR. Tourism Paths of the Black Sea Region. The main Purposes of the Project are: creating a tourism operators' network for sustainable development of tourism in the Black Sea basin Area, increasing the benefits for the producers of traditional products by creating a cross border network, organizing events, to commonly promote their products on the European and Black Sea basin market, promoting the popularity of the Black Sea traditional tastes and foods.</p>	<p>http://bsbpromotiondays.com/Sayfa-About_us-675544.html</p>
	B	<p>VeRoTour - Venetian routes: Enhancing a shared European multi-cultural sustainable tourism</p>	<p>http://www.univiu.org/research-training/research-tedis/tedisproject/633-verotour--venetian-routes-enhancing-a-shared-european-multi-cultural-sustainable-tourism</p>
	B	<p>Aegean Sustainable Tourism Observatory in collaboration with the UNWTO</p>	<p>http://etem.aegean.gr/index.php/en/etem-en/projects</p>

Countries	R=Report, P=policy, B=best practice	Description	Source
	B	MARE NOSTRUM - A Heritage Trail along the Phoenician maritime routes and historic port-cities of the Mediterranean Sea, funded by the Euromed Heritage IV programme.	http://etem.aegean.gr/index.php/en/etem-en/projects
	B	Sagittarius: Launching (g)local level heritage entrepreneurship: strategies and tools to unite forces, safeguard the place, mobilize cultural values, deliver the experience, funded by South East Europe Transnational Collaboration Programme	
IT	B	Premio Turismo Sostenibile 2015 - sustainable tourism award	http://www.festivalitaca.net/2015/05/premio-turismo-sostenibile-2015-ii-edizione/
CY	B	The Cyprus Sustainable Tourism Initiative	http://csti-cyprus.org; http://www.greenhotelier.org/destinations/europe/cyprus-takes-the-lead-on-sustainable-destinations/
TUN, EG, JOR, EL, IT, FR	B	ShMILE 2 - Support tourism professionals, in particular tourist accommodation services and help them to reach new markets for the future: sustainable tourism. - Develop a regional cooperation between Southern and Northern Mediterranean countries to ensure a sustainable development of the tourism sector and strengthen political and economic links. - Ensure environmental sustainability (sustainability) of the first economic sector in the partner regions. - Involve local stakeholders in tourism development in the implementation of the project ShMILE 2 and disseminate the project results at a regional scale.	http://www.shmile2.eu/shmile-2_page_44.html

Countries	R=Report, P=policy, B=best practice	Description	Source
ES, FR, IT	B	The project « MEET - Mediterranean Experience of Eco-tourism » is a strategic project involving 8 countries of the Mediterranean in the framework of cross-border cooperation within the European Neighbourhood Partnership Instrument - "Mediterranean Sea" Programme (ENPI Med).	http://www.medpan.org/en/meetproject/-/asset_publisher/CsWE3JrcDoTp/blog/le-tourisme-responsable-dans-les-amp-a-l-honneur-lors-du-prochain-atelier-medpan;jsessionId=803A908A8B59FD53348957A39500B360?redirect=http%3A%2F%2Fwww.medpan.org%2Fen%2Fmeetproject%3Bjsessionid%3D803A908A8B59FD53348957A39500B360%3Fp_p_id%3D101_INSTANCE_CsWE3JrcDoTp%26p_p_lifecycle%3D0%26p_p_state%3Dnormal%26p_p_mode%3Dview%26p_p_col_id%3Dcolumn-1%26p_p_col_pos%3D2%26p_p_col_count%3D6
MT	B	Eco Gozo Action Plan on the rehabilitation of Gozo's Valleys The lack of natural water resource in the Maltese Islands is a critical factor and water has always been considered of strategic national importance. Freshwater availability is one of Gozo's environmental problems in which all sectors including tourism are affected. Given this scenario, the Ministry for Gozo through the ecoGozo action plan is implementing a plan on the rehabilitation and cleaning of its valley basins to improve and enhance the landscape to make it more attractive for tourists and the locals.	http://www.qualitycoast.info/wp-content/uploads/2013/08/mt-gozo-valley-rehabilitation.pdf http://www.qualitycoast.info/?page_id=756
PT	B	Beach access improvements in Torres Vedras, Oeste Region - In 2012, 6 beaches located in the municipalities of Torres Vedras were awarded within "Accessible Beach, Beach for All" due to the efforts made to improve the accessibility of their coastal bathing areas.	http://www.qualitycoast.info/wp-content/uploads/2013/08/pt-westregion-torresvedras-beach.pdf

<i>Countries</i>	<i>R=Report, P=policy, B=best practice</i>	<i>Description</i>	<i>Source</i>
EL	B	Green Drachma II - Promoting sustainable Development in the Region of Halkidiki through Concerted Pilot Actions on Integrated Product Policy Tools	http://ec.europa.eu/environment/life/project/Projects/index.cfm?fuseaction=search.dspPage&n_proj_id=2783
ES	B	Development of heritage related to traditional uses and practices in areas with exceptional landscapes (Andalucia, Spain)	http://www.interreg4c.eu/good-practices/practice-details/?practice=398-development-of-heritage-related-to-traditional-uses-and-practices-in-areas-with-exceptional-landscapes&
IT	B	Venice's System: The Italian Republic has defined the problem of safeguarding Venice and its lagoon as one of the "primary national importance" (Special Law no. 171/73). The defence is required to protect the lagoon and the city from flooding, high water and tides, including exceptional occurrences and extreme previsions of a rise in sea level. This practice involves four wide activities: warning system; M.O.S.E. system; beach nourishment and reconstruction of saltmarshes and renaturalisation works; human adaptation in the lagoon.	http://www.interreg4c.eu/good-practices/practice-details/?practice=115-venices-system&

ANNEX II: OVERVIEW OF CASES

Policy and governance cases

6.3.5. Strategy for Sustainable Tourism Development of the Carpathians

Title	Strategy for Sustainable Tourism Development of the Carpathians
Country/place	Czech Republic, Hungary, Poland, Romania, Serbia, Slovakia, Ukraine
Sources (reports, papers, website)	Interim Secretariat of the Carpathian Convention (2015) (76) Carpathian Convention (2013) (106) Voskárová (2014) (107)
Contact person	-
Status	Operational
Objectives	<ol style="list-style-type: none"> 1. Establish supportive conditions for sustainable tourism products and services, including development of a marketing scheme for the promotion of the Carpathians as a unique destination. 2. Develop innovative tourism management at all levels, fully integrating the needs of local populations and the preservation of natural and cultural heritage. 3. Establish a continuous process of awareness raising, capacity building, education and training on sustainable tourism development and management, vertically and horizontally.
Scale/size indicator	Carpathian Mountains (transnational physical region)
Tourism element	Tourism Planning
Kind of project	Capacity Building Sustainable Tourism product development & marketing
Issues	Nature & culture protection, economic development
Financial/investments	Unknown
Description (what has been done, how, what policy instruments, etc.)	<p>The Tourism Development Strategy gives a common vision for the sustainable development of the transnational region over the next ten years (2015-2025). It was initiated by the Sustainable Tourism Working Group of the "Framework Convention on the Protection and Sustainable Development of the Carpathians". It was developed by many different relevant stakeholders of the mountain region between 2007 and 2014. It includes objectives, country action plans, a joint action plan and concrete institutional, financial arrangements for implementation. Also a time frame and reporting, monitoring and evaluation measurements have been developed.</p> <p>2015 starts the implementation phase of the strategy anticipated to last for ten years. It is planned that after five years the effective implementation of the actions will be evaluated and if necessary adapted to changing conditions. In addition, reporting mechanisms will be constructed to inform the Carpathian Convention Implementation Committee about the progress of implementation. The strategy also presents 14 case studies of Good Practice of Sustainable Tourism in the Carpathians.</p>
Overall effects	The Sustainable Tourism Strategy for the Carpathians will ensure a concerted development of sustainable tourism in an economically less developed, transnational mountainous region of Europe.
Conclusion	The Sustainable Tourism Strategy for the Carpathians is a good example of the cooperation of several countries, developing a strategy for sustainable tourism together. Time will show if the strategy will be fully implemented. It is hoped that the project can be a model for preparing a strategy on sustainable tourism development also in other regions, particularly mountain regions.

6.3.6. Visit Scotland Sustainable Tourism Strategy 2010-2015

Visit Scotland Sustainable Tourism Strategy 2010-2015	
Title	Visit Scotland Sustainable Tourism Strategy 2010-2015
Country/place	Scotland (United Kingdom)
Sources (reports, papers, website)	VisitScotland (2010) (79), VisitScotland (2014) (108)
Contact person	/
Status	Operational
Objectives	<ol style="list-style-type: none"> 1. Reduce the seasonality of demand, 2. Reduce the impact of tourism transport, 3. Minimise tourism resource use and waste production, 4. Protect and enhance Scotland's natural and cultural heritage, 5. Enhance quality of life for Scottish communities, 6. Improve the quality of tourism jobs, 7. Make holidays in Scotland available for all, 8. Support adaptation to climate change in the tourism sector, 9. Build an effective evidence base for sustainable tourism
Scale/size indicator	Scotland
Tourism element	Tourism marketing
Kind of project	Transport, accommodation, leisure/activity, marketing
Issues	Nature conservation, culture conversation, waste, resource use, climate, energy, equity, quality of life, employment, sustainable development
Financial/investments	Unknown
Description (what has been done, how, what policy instruments, etc.)	<p>The strategy was developed by the national tourism organisation Visit Scotland. The objectives were delivered by Visit Scotland through internal operations (e.g. energy use, purchasing), engagement with visitors through marketing campaigns and visitor information centres, engagement with businesses through quality assurance and business advice, and engagement with strategic partners. External facing activities included the promotion of the sustainable tourism certification "Green Tourism Business Scheme (GTBS)" to tourism businesses to help reduce negative environmental impacts, identify cost savings through efficiencies, and offer a sustainable choice for consumers, and link quality with the environment. Quality Advisors provide businesses with sustainability advice and carried out a basic assessment of activities undertaken. Engagement with visitors included the promotion of low carbon transport options in relevant consumer facing materials (e.g. website, brochures) and in Visitor Information Centres and seasonal marketing campaigns to encourage visitors outside of the main seasons and reduce seasonality of demand.</p>
Overall effects	The strategy raised the awareness for sustainable tourism issues among the employees of Visit Scotland as well as among tourism stakeholders across Scotland. It is not known whether the strategy is going to be renewed in 2015
Conclusion	Annual report just shows key elements of activities and does not give an overview of all activities done. However, activities through internal operations were successful. An overall evaluation of the project in the end is necessary. Information about the continuity of the strategy after its end in 2015 could not be found.

6.4. Projects and best practices

6.4.1. The Baltic Sea Region Culinary Heritage & Baltic Sea Culinary Route

The Baltic Sea Region Culinary Heritage & Baltic Sea Culinary Route	
Title	The Baltic Sea Region Culinary Heritage & Baltic Sea Culinary Route
Country/place	EE, DE, LT, PL, SE, DK, FIN
Sources (reports, papers, website)	Hinsberg (2011) (74)
Contact person	Ain Hinsberg (Project Coordinator, Estonian School of Hotel and Tourism Management)
Status	Operational
Objectives	<ol style="list-style-type: none"> 1. Develop a joint Baltic Sea Region (BSR) Culinary Route, 2. Develop culinary tourism products based on regional food heritage, 3. Empower rural service economy, 4. Create a clearer profile for the Baltic Sea Region 5. Establish a Baltic Sea regions cuisine among international culinary traditions
Scale/size indicator	Stakeholders from six different Baltic countries involved
Tourism element	Food and Beverages
Kind of project	Product development gastronomy
Issues	Agriculture, cultural heritage, regional employment, economic development, etc.
Financial/investments	3,480,000 € (INTERREG)
Description (what has been done, stakeholders, etc.)	<p>A BSR food heritage concept is to be developed. Also culinary tourism products based on regional food are planned At first the stakeholders elaborate the common part (the heart) of the Baltic Sea cuisine (as a counter balance to Mediterranean food). They form a working group of chefs (two from each country) that define general features common for all Baltic Sea States and select food based on practical and useable traditions covering different aspects of food, providing a comprehensive picture. The working group is also supposed to define selection criteria for establishments accepted for the marketing material. Marketing activities support the success of the project activities (logo, brochures, websites e.g. www.balticcuisine.com, action on fairs (e.g. Expo 2015, tourism fairs, Green Week 2016 etc.)</p> <p>Twelve rural development, tourism and food stakeholders from six countries:</p> <ul style="list-style-type: none"> • Ministry of Agriculture Republic of Estonia (EE), • Ministry for Agriculture, Environment, Rural Areas, Federal State of Schleswig-Holstein (DE), • Ministry for Agriculture, Environment, Consumer Protection Mecklenburg-Western Pomerania (DE), • Ministry of Agriculture of the Republic of Lithuania (LT), • Lithuanian Agricultural and Food Market Regulation Agency (LT), Latvian State Institute of Agrarian Economics(LV), • Self-Government of the Pomorskie Voivodeship (PL), • Self-Government of the Warmińsko- Mazurskie Voivodeship (PL), • Zachodniopomorskie Voivodeship (PL), • Self-Government of Podlaskie Voivodeship (PL), • Swedish Ministry of Agriculture (SE), • Coompanion Jönköpings county (licence holder for Culinary Heritage Småland) (SE),

	<p>Associated partners:</p> <ul style="list-style-type: none"> • Tourismus Agentur Schleswig-Holstein GmbH (DE), • Directorate for Food, Fisheries and Agri Business (DEN), • Finfood – Finnish Food Information (FIN)
Overall effects	This project is still in its early stages so little can be said about the effects of the project so far.
Conclusion	The project is a typical example of many transnational touristic route projects that are trying to conserve or improve the cultural heritage in Europe by developing tourism products. This project also connects two important economic sectors for peripheral rural areas (agriculture & tourism).

6.4.2. Cyprus Sustainable Tourism Initiative (CSTI)

Cyprus Sustainable Tourism Initiative (CSTI)	
Title	Cyprus Sustainable Tourism Initiative (CSTI)
Country/place	CY, UK
Sources (reports, papers, website)	http://csti-cyprus.org/ (80)
Contact person	-
Status	Operational
Objectives	<ol style="list-style-type: none"> 1. Demonstrate the benefits that sustainable tourism has to the environment, the society and the economy of the island, 2. Protect the natural environment, 3. Promote local culture and traditions, 4. Develop close links between local suppliers and hoteliers/operators, 5. Educate and inform local tourist stakeholders as well as tourists regarding sustainability issues, 6. Protect and preserve the environment, 7. Make optimal use of natural resources, 8. Improve the social and economic situation in isolated communities of Cyprus in relation to tourism
Scale/size indicator	Cyprus-wide
Tourism element	Accommodation, product development, food & beverage
Kind of project	Stakeholder network
Issues	Culture, women, environmental management, regional economic development
Financial/investments	Membership fees & project funding (e.g. The Travel Foundation (UK), Cyprus Tourism Organisation, UK tour operators)
Description (what has been done, stakeholders, etc.)	<p>Established 2006</p> <p>Projects in cooperation with Cyprus Tourism Organisation & Travel Foundation UK (examples):</p> <ul style="list-style-type: none"> • Cyprus Breakfast (feasibility study + forthcoming implementation) • Waste Mapping (Action guide for hotel operators) • Greening Cyprus Beaches (feasibility study + implementation at two beaches in 2012) • Minimum Standards for Sustainability (Study + Workshops) • Sustainable Hotel Gardens in Cyprus (Feasibility study for five project partner hotels + best practice guidelines) • Cyprus Village Routes (Self-guided routes) • Make Hotels Greener (guidelines, workshops etc.) • Plastic reduction (in 21 project partner hotels in 2012) • Water saving (in association with over 100 hotels in 2008)

	<ul style="list-style-type: none"> • Women Entrepreneurs in Rural Tourism (training programme, EU project 2010-2012) • Optimising all-inclusive customer spend in the Paphos economy (report with recommendations + forthcoming implementation)
Overall effects	Wide range of activities concerning important sustainability issues for tourism on the island. Focus on awareness raising, but also initiatives with quantitative results (e.g. water saving projects for hotels).
Conclusion	Good example for the cooperation of a destination with the tourism industry. Strong Partnership with industry stakeholders in the main source market (Tour Operators, Universities, Consultants, etc.).

6.4.3. Alpine Pearls

Title	Alpine Pearls
Country/place	27 Alpine communities in DE, FR, IT, AT, SI, CH
Sources (reports, papers, website)	http://www.alpine-pearls.com/en/home.html (80)
Contact person	Karmen Mentil (Manager)
Status	Operational
Objectives	Network for environmentally and climate- friendly tourist transportation in the Alpine region, that offers the possibility to arrive without a car at the holiday destination and to have easy access to public transportation on site as well as numerous offers of environmentally friendly holiday programs
Scale/size indicator	27 communities (2015)
Tourism element	Transport
Kind of project	Transport
Issues	Technologies, marketing, product development
Financial/investments	<ul style="list-style-type: none"> • Membership fees of participating communities and participating accommodation companies within these communities+ Public project funding • Network is the result of two successive EU projects between 1998 and 2006 (Alps Mobility and Alps Mobility II (Interreg)), 6.2m € (50% funding). The funding was used to improve the infrastructure and marketing for sustainable tourism transportation in the participating communities
Description (what has been done, stakeholders, etc.)	<p>cooperation established in 2006</p> <ul style="list-style-type: none"> • Established by 17 tourism communities across the Alps that had participated in the forerunner projects Alps Mobility • Member communities and accommodation providers have to comply with a list of quality criteria • The networks creates and markets sustainable tourism packages via its own internet portal www.alpine-pearls.com • The Alpine Pearls card allows the local population to use the mobility offers free of charge or for discount prices • To develop and market their products the network cooperates with train and bus tour companies, accommodation providers, tour operators, media companies, as well as energy and climate protection organisation and Research and Consultancy bodies <p>Communities involved (2015):</p> <ul style="list-style-type: none"> • Bad Reichenhall, Berchtesgaden (DE), • Le Gets, Termignon (F),

	<ul style="list-style-type: none"> • Ceresole Reale, Chamois/La Magdeleine, Cogne, Forni di Sopra, Limone Piemonte, Mals, Moena, Moos, Pragelato, Ratschings, Tiers am Rosengarten, Valdidentro, Villnöß (IT) • Hinterstoder, Mallnitz, Neukirchen, Weissensee, Werfenweng (AT) • Bled (SI) • Arosa, Interlaken, Les Diablerets, Disentis/Mustér (CH)
Overall effects	The peculiarity of this case is that two EU funding periods were used to create the necessary infrastructure and that before the end of the second project, the local stakeholders tried to find a solution for how to continue their work without EU-Funding.
Conclusion	The transnational Alpine Pearls network is one of the longest running and biggest sustainable tourism transportation initiatives in Europe. The stakeholders have huge expertise in developing innovative solutions for tourism transport in rural communities in one of the most important physical regions for tourism in Europe (the Alps)

6.4.4. Beach Access Improvement Torres Vedras

Beach Access Improvement Torres Vedras	
Title	Beach Access Improvement Torres Vedras
Country/place	Community of Torres Vedras (PT)
Sources (reports, papers, website)	QualityCoast (n.d.); http://www.cm-tvedras.pt/ (84)
Contact person	research5@qualitycoast.info, secretariat@qualitycoast.info, margaridafrade@cm-tvedras.pt
Status	Closed
Objectives	<ol style="list-style-type: none"> 1. Improve access to beachside for people with physical impediments 2. Guarantee an easy access to bathing areas for all people living in and visiting Oeste Region to move towards sustainable tourism development
Scale/size indicator	Tourism arrivals: 70,533 / tourism nights: 173,018
Tourism element	Mobility
Kind of project	Transport, leisure/activities
Issues	Accessibility, social mobility
Financial/investments	/
Description (what has been done, stakeholders, etc.)	<p>The initiative started in 2004. Beach access improvements have been possible with the commitment of the Municipality of Torres Vedras and the support of the Healthy Beach Project, sponsored by Foundation Vodafone Portugal. Since then, the number of accessible beaches has increased to six. All beaches obtained the Accessibility Certificate from the Instituto de Cidades e Vilas com Mobilidade. These beaches share common characteristics in terms of mobility and safety. They need to have easy pedestrian access, parking for people with disabilities, ramps to access the beach area, walkways in the sand, accessible toilets and first aid points, and the presence of a lifeguard at the beach. People with reduced mobility can also use amphibious wheelchairs and other auxiliary tools that are available in 3 of the 6 beaches awarded this distinction. These special chairs enable users to move along the ground and float on water in very safe conditions.</p> <p>The initiative has been well promoted and developed all over the country through the cooperation of several institutions (such as the National Rehabilitation Institute, Water Institute, Tourism of</p>

	Portugal and the Institute of Employment and Training).
Overall effects	By implementing these practices on its beaches, the Municipality has improved equity of access to people with reduced mobility contributing to their integration into normal tourist life. These measures have not only benefited those users with disabilities but also the elderly and people with a temporary incapacity.
Conclusion	The project shows how a community can adapt their tourism product to allow disadvantaged groups to participate in the tourism experience

6.4.5. Climate South West

Title	Climate SouthWest
Country/place	UK
Sources (reports, papers, website)	Davis (2015) (108); Climate South West (2015) (82); Zeppenfeld and Strasdas (2012) (110)
Contact person	Jodie Davis, Environment Agency (SW)
Status	Operational
Objectives	The South West of England is Britain's foremost domestic holiday destination, with the tourism industry worth £4.4 billion to the SW in terms of the gross value it adds to the economy. Over the last few years, tourism businesses were frequently affected by climatic incidents, with holiday cottages, shops, coastal cafes and restaurants being flooded, leading to increased insurance premiums; storm damage to buildings, caravan and campsites, woodlands and gardens and disrupted supply chains to retail and catering businesses. Shocks to the wider area also had knock-on consequences; pre-booked guests left due to the bad weather, cancellations or low attendance at activities, reduced bookings, transport disruption resulted in reduced travel to attractions and prevented people from getting to the SW. This, coupled with the media portrayal of the SW being closed for business, had a damaging effect on businesses' bottom lines
Scale/size indicator	South West of England
Tourism element	Education
Kind of project	Transport, accommodation, leisure/activities
Issues	Climate change, energy, Risk management
Financial/investments	British Environment Agency
Description (what has been done, stakeholders, etc.)	Climate SouthWest was established in 2001 by the British Environment Agency. It is one of twelve regional cross-sectoral public-private stakeholder networks in the UK that are trying to proactively adapt to the challenges of climate change. Their key role is to raise awareness of the impacts of climate change, inform and advise on the challenges and opportunities and develop practical adaptation responses. The partnerships bring together key stakeholders from a range of organisations from the private, public and third sectors. They act as single point of contact within the region on all climate change adaptation issues, and are driving a coordinated approach to climate change across key sectors. Within Climate SouthWest a working group for tourism was established. There are many tools available now for tourism businesses to help them better prepare and be more resilient to extreme weather and longer-term climate change. Climate SouthWest has a dedicated website 'Climate Prepared' with a toolkit that includes information about the risks to tourism

	<p>businesses, provides advice on how these risks can be managed, and enables the user to monitor their progress towards preparing for climate change and case study examples (e.g. the film Changing Climate - Changing Business).</p> <p>The 'Business Resilience Healthcheck tool' was developed by Business in the Community, Climate UK and Climate Ready. It is an interactive online tool that uses a multiple choice questionnaire to prompt users to identify their vulnerability. A personal, colour coded action plan is produced which suggests priority actions for the organisation to become more resilient. There is a lot of information available for tourism businesses to identify their risks and take action to ensure their resilience now and in the future. Furthermore Climate SouthWest organizes trainings, conferences etc. on climate change adaptation for tourism businesses in their region.</p>
Overall effects	The initiative raises awareness among tourism stakeholders on the issue of climate change and showed them how it will directly and indirectly affect their tourism businesses.
Conclusion	Climate SouthWest was one of the first organisations to foster a proactive adaptation approach in tourism in Europe. It is not a short term funded project, but a long running stakeholder network. This, as well as their comprehensive approach to raise awareness among tourism stakeholders with many different tools, is unique in Europe to this day.

6.4.6. TourCert Certification Programme for Sustainable Tourism Destinations in the federal state of Baden-Wuerttemberg (DE)

Title TourCert Certification Programme for Sustainable Tourism Destinations in the Federal State of Baden-Wuerttemberg (DE)	
Country/place	Baden-Wuerttemberg (DE)
Sources (reports, papers, website)	TourCert (2014) (83); MLR (2014) (111); State Parliament of Baden-Württemberg (2014) (112)
Contact person	Florian Tögel, TourCert (Coordinator)
Status	Operational
Objectives	<ol style="list-style-type: none"> 1. Make a contribution to the development of sustainable tourism in Baden-Württemberg 2. Develop a certification concept and introduce it in pilot destinations, 3. Enable tourist destinations to provide evidence of their sustainable tourism development with a sustainability check and a certificate, 4. Establish a strong, long-lasting, credible brand for sustainable destinations through systematic certification, 5. Position Baden-Württemberg's destinations in the national and international market as sustainable destinations,
Scale/size indicator	Four destinations in the Federal State of Baden-Wuerttemberg
Tourism element	Destination
Kind of project	Certification
Issues	Indicators, certification, sustainable destination and business management
Financial/investments	Unknown
Description (what	In 2012 the Tourism Certification Organisation TourCert was

has been done, stakeholders, etc.)	<p>commissioned by the government of the Federal State of Baden Württemberg to carry out an analysis and evaluation of existing sustainability audits in tourism and develop a sustainability check for tourism destinations suitable for Baden Württemberg. Four pilot destinations participated in the first stage of the project and were awarded a sustainability check certificate in 2014:</p> <ul style="list-style-type: none"> • Amusement Park Europa-Park Rust, • Spa town Bad Durrheim, • Nature Park Franconian-Swabian Forest, • The city of Stuttgart. <p>Seven more pilot destinations in Baden-Württemberg participated in 2015:</p> <ul style="list-style-type: none"> • spa towns: Bad Herrenalb, Bad Krozingen and Bad Mergentheim, • tourism regions: Central and Northern Black Forest, • tourism community of Baiersbronn, • Island of Mainau (Lake Constance). <p>During the project period the sustainability check for the participating project partners is free of charge. For re-certification after three years, fees would apply. A website will be published in 2015 (www.nachhaltigkeitscheck-bw.de)</p>
Overall effects	The certification systems developed consider all aspects of sustainability (social, ecological, economical) and use qualitative and quantitative data. It is a process-oriented certification system which means that benchmarking between the destinations is not possible, but each destination can use its data set for re-certification to establish if improvements were made.
Conclusion	The initiative is one of many of this kind that were developed over the last 15 years. It serves as a living field laboratory to find out how a transparent certification process can be successfully managed without green-washing. A peculiarity here is that the project was initiated by a political body (a ministry). Within two years a certification process system was developed and tested. The certification has the potential to be used in other destinations in Germany and become a national sustainability certification system for German tourism destinations.

6.4.7. EDEN (European destinations of Excellence) AWARD

Title	EDEN (European Destinations of Excellence) Award
Country/place	Across Europe
Sources (reports, papers, website)	http://ec.europa.eu/enterprise/sectors/tourism/eden/ (73) https://en.wikipedia.org/wiki/European_Destinations_of_Excellence
Contact	European Commission Enterprise and Industry DG Tourism Unit/I1 – EDEN Project
Status	Operational
Objectives	The award helps to promote sustainable tourism development best practice models and lesser-known destinations across Europe. The winning destinations best reflect the chosen theme of the year, in line with sustainable tourism in their country. The award also aims to help to de-congest over-visited tourist destinations.
Scale/size indicator	All destinations in the 27 EU Member States, the Candidate Countries and the EFTA/EEA countries can participate

Tourism element	Destination
Kind of project	Award
Issues	sustainable development, economic growth, employment, economic and social cohesion
Financial/investments	Not known The European Commission co-finances the selection procedures and the award ceremony in the participating countries; the national tourism boards sponsor the promotion of the winning destinations
Description (what has been done, stakeholders, etc.)	The award is organized by the European Commission. It started in 2006 and takes place every two years. All EU-Member States, candidate countries or EFTA/EEA countries can participate in the competition. The award is based on national competitions that result in the selection of a tourist "destination of excellence" for each participating country by a national jury of experts. Each EDEN award edition is focused on a theme chosen by the European Commission together with relevant national tourism bodies (e.g. rural tourism, cultural heritage, protected areas, aquatic tourism, and local gastronomy). The themes highlight aspects of Europe's assets and are also related to sustainable development (cultural, economic, local involvement or environmental development). The winning destinations receive a free marketing package from their national tourist board for one year and are listed as members of the EDEN-Network on www.edenineurope.eu
Overall effects	The EDEN-prize was so far awarded in 2007 (Best Emerging European Rural Destinations of Excellence, 11 winners), 2008 (Tourism and local intangible heritage, 21 winners), 2009 (Tourism and protected areas, 22 winners), 2010 (Aquatic Tourism 25 winners), 2011 (Tourism and Regeneration of physical sites, 22 winners), 2013 (Accessible tourism, 19 winners) and 2015 (winners not known yet). Until 2013, 120 destinations from 26 countries participated: Austria (6), Belgium (6), Bulgaria (3), Croatia (6), Cyprus (6), Czech Republic (4), Estonia (5), Finland (2), France (5), Germany (1), Greece (6), Hungary (6), Iceland (2), Ireland (6), Italy (6), Latvia (6), Lithuania (5), Luxemburg (3), Malta (5), Netherlands (4), Poland (4), Portugal (1), Romania (6), Serbia (1), Slovenia (5), Spain (5), Turkey (5).
Conclusion	26 different countries across Europe have participated at least once in the EDEN award so far. In some countries the EDEN award could be established as a regular national tourism competition whereas in other European countries the award has not yet been established. The award focuses on small, less developed destinations. The winning destinations serve as best practice examples for other less developed regions across Europe. An award for the commitment of mass tourism destinations concerning sustainable tourism topics has not been developed yet.

6.4.8. European Charter for Sustainable Tourism in Protected Areas

Title	European Charter for Sustainable Tourism in Protected Areas
Country/place	Europe
Sources (reports, papers, website)	Europarc (2014) (113); Europarc-BfN (2013) (114); Charter webpage: http://www.europarc.org/library/europarc-events-and-programmes/european-charter-for-sustainable-tourism/

Contact person	-
Status	<operational>
Objectives	<ol style="list-style-type: none"> 1. Increase the public awareness of and support for protected areas in Europe, 2. improve the sustainable development and management of tourism in protected areas, which takes account of the needs of the environment, local residents, local businesses and visitors
Scale/size indicator	EU wide
Tourism element	Certification
Kind of project	long running initiative
Issues	sustainable tourism destination management, protected areas, nature conservation, regional development
Financial/investments	Membership fees + public funding for specific projects
Description (what has been done, stakeholders, etc.)	<p>The Charter and the Charter Network is managed by the EUROPARC Federation, a pan-European and non-governmental umbrella organization of protected areas in Europe.</p> <p>The European Charter for Sustainable Tourism in Protected Areas is a management tool for ensuring that tourism contributes to sustainable development of protected areas in Europe. The Charter and its methodology were developed in 2002 by a group representing protected areas, the tourism industry and their partners, led by the Federation of Regional Nature Parks in France under the umbrella of the EUROPARC Federation. The Charter is today managed by the EUROPARC Federation, a pan-European and non-governmental organisation of protected areas in Europe.</p> <p>The Charter is a voluntary agreement similar to a processed-oriented certification system in tourism. It aims to encourage good practice by recognising protected areas, which are meeting agreed requirements for the sustainable development and management of tourism. Protected areas that want to join the network go through a fixed certification process, starting as a charter candidate and becoming a full charter member when a sustainable tourism strategy and action plan has been developed in cooperation with all relevant tourism stakeholders of the protected area region. Upon accreditation the parks also ratify the charter principles. There is a membership fee. After five years the charter member parks run through a re-certification process by evaluating their achievements</p> <p>31 protected areas in 16 different European countries participate in 2015 in the Charter network. The charter also offers a certification for the environmental management of tourism enterprises within the charter parks. 574 local tourism businesses in 34 Charter Areas were accredited so far.</p>
Overall effects	In 2012 a report was published by EUROPARC & German National Agency for Nature Conservation on the value of the "Charter" in promoting sustainable tourism in destinations in comparison to similar certification systems available. The authors of the analysis came to the conclusion that the charter can be seen as a mature "model of governance" for sustainable tourism destination management.
Conclusion	The charter is one of the oldest and longest running certification programmes for sustainable tourism destinations that is exclusively available for protected areas in Europe. Due to its long history, the stakeholder network has a broad experience base implementing sustainable tourism destination management. The drawback of this

	system is the fact that it is a process-oriented system. Benchmarking between the membership parks is not possible.
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6.4.9. FEM – Female Entrepreneur’s Meetings in the Baltic Sea 2004-2007

Title FEM – Female Entrepreneur’s Meetings in the Baltic Sea 2004-2007	
Country/place	EE, FI, LT, LV, PL, SE
Sources (reports, papers, website)	Asikainen (2011) (75)
Contact person	Annamari Asikainen
Status	Closed
Objectives	<ol style="list-style-type: none"> 1. Create a structure for the support of women’s entrepreneurship and women’s active participation 2. Increase local, national and international co-operation and networking of female entrepreneurs and stakeholders 3. International exchange of knowledge and best practises e.g. the model and concept of Women Resource Centres. 4. Transfer experiences between the Western Baltic Sea Region (BSR) countries and Eastern BSR-countries.
Scale/size indicator	Baltic Sea region
Tourism element	Capacity building
Kind of project	Promoting women’s access to the labour market and entrepreneurship
Issues	Employment, human capital, education
Financial/investments	ERDF/ Interreg III B ERDF: 1 251 733 €, Norwegian national funding: 105 000€, EU-members states’ national co-financing: 573 107 €, Norwegian regional co-financing: 245 000 €
Description (what has been done, stakeholders, etc.)	<ul style="list-style-type: none"> - Women Resource Centres (WRCs) were established in the participating regions that were still active after project termination - A mentoring method for female entrepreneurs was developed and implemented (especially group mentoring) - A Micro Credit Mechanism for women entrepreneurs was developed - A transnational network of experts for the support of Women Entrepreneurs in tourism was established
Overall effects	136 business plans were developed for women entrepreneurs; 18 promotion and marketing strategies were developed; 10 new sustainable tourism products with transnational context were created; 17 different guidelines and manuals were developed; criteria for Women Resource Centres in the BSR were developed; a manual on group mentoring was produced; 72 learning programmes were implemented; 3 level entrepreneur training programs were implemented; 127 training courses were organised with 1150 trainees from different target groups implemented; Training in gender equality delivered to participants (entrepreneurs, project workers etc.) and other stakeholders e.g. municipal authorities were given; 21 networking credit groups were created: 6 in Estonia, 15 in Latvia and 10 in Sweden); 23 mentoring groups and 34 mentoring pairs created; 21 Women Resource Centres found: 5 in Estonia, 5 in Latvia, 5 in Poland and 6 in Lithuania; 20 new enterprises created

Conclusion	<p>The models and best practises of the FEM-project such as mentoring programme, internationalisation of small enterprises, microcredit and international entrepreneur exchange have very good capacity to be transferred to other areas.</p> <p>There have been many other projects with similar objectives across Europe over the last 15 years (e.g. the transnational vocational training project "Women Entrepreneurs in Rural Tourism-WERT", 2010-2012) or the project of women small scale tourism entrepreneurs in Estonia, Latvia and Sweden ("Cultural Heritage of Women and Entrepreneurship", 2011-2013).</p>
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6.4.10. Carbon management for tour operators (CARMATOP)

Title	Carbon management for tour operators (CARMATOP)
Country/place	Netherlands
Sources (reports, papers, website)	http://www.cstt.nl/Projects/CARMATOP/17 (82) http://www.cstt.nl/carmacal Intermediate report: Eijgelaar et al. (2013) (115)
Contact person	Mr. G. Hardeman (ghardeman@anvr.nl), ANVR, The Netherlands
Status	Operational
Objectives	<ol style="list-style-type: none"> 1. Develop a method for tour operators and travel agencies (both outbound and inbound) to include carbon management in overall financial management and product development. 2. Develop a comprehensive and detailed carbon calculator enabling tour operators to make very detailed carbon emission calculations of their products, including the choice of transport mode, airline, specific accommodation and high carbon emission tourism activities. 3. Prepare for the introduction of a carbon label for tourism products <p>Main products are:</p> <ul style="list-style-type: none"> • Carmacal carbon calculator (see http://www.cstt.nl/carmacal) • Two online courses for carbon management (to be finalised end of 2015 for ANVR (in Dutch) and Travelife (in English))
Scale/size indicator	Although developed for The Netherlands, the tool and method has been prepared for up scaling to the EU level or even beyond. Its language is English.
Tourism element	Accommodation, transport, activities.
Kind of project	Tool and methods development and guidance
Issues	Climate change, reduction of CO ₂ emissions, environmental communication/labelling.
Financial/investments	The project was funded by the Dutch state (€300,000), two universities (€15,000) and the 14 participating SME's (€40,000).
Description (what has been done, stakeholders, etc.)	The project started in March 2013 and ended in March 2015. The need and requirements for carbon management were explored as well as the quality of existing tools (Eijgelaar et al., 2013). From the latter it became clear that none of over 100 existing carbon calculators fulfilled the requirements: most only cover air travel and in a very simplistic way. The online tool was developed with the release of Carmacal in June 2015. Some research was performed on the best way (graphics, text, messages) to develop a carbon label for tourism products.
Overall effects	Applying carbon management enables tour operators to improve the eco efficiency (kg CO ₂ emissions per € turnover) by several % for many years. This is so far the only tool that enables, not only

	direct emission savings per product, but also evaluation and management of the whole product portfolio. During simulation workshops, stakeholders managed to, for example, replace products with a high carbon intensity with much better performing products, without compromising the economic viability of the whole product portfolio
Conclusion	CARMATOP, and its main output, Carmacal, form a very good example and opportunity to help the tourism industry in really reducing its greenhouse gas emissions. The method and tools have been designed in a way they are easily scaled up to the EU level. The cooperation between universities, SME's and the branch organisation ANVR has been very fruitful.

6.5. Studies and Reports

6.5.1. Sustainable Tourism as a Factor of Cohesion Among European Region

Sustainable Tourism as a Factor of Cohesion Among European Region	
Title	Sustainable Tourism as a Factor of Cohesion Among European Region
Country/place	EU-wide
Sources (reports, papers, websites)	European Communities (2006) (71)
Contact	
Tourism element	Tourism development
Issues	
Short abstract	Progress towards sustainable tourism has become imperative in the European Union. The tourism industry has grown to massive proportions in the last decade and so has its environmental impact. A better management of tourism is necessary to mitigate its negative effects on the environment. It can also minimise the potential conflict with other economic activities such as agriculture, forestry and fisheries. The enlargement of the EU will trigger even more trips within Europe. This makes sustainable tourism management all the more important.
Main findings	The study provided an (quantitative) overview of the EU tourism industry at time of publication and worked out strengths and weaknesses concerning its sustainability as well as opportunities and threats for the tourism industry in the near future. The authors explain the concept of sustainable tourism, what stakeholders can do to promote sustainable development of the tourism industry and describe the state of sustainable tourism in Europe. The study also analysed the contribution of tourism for economic development and investigated the way tourism was governed in Europe at different levels. It states that the developing information technology will change the interaction between relevant tourism stakeholders and will lead to new forms of governance. Finally, the authors analysed the funding situation for sustainable tourism initiatives in Europe.
Recommendations	The authors conclude that sustainable tourism can support and drive territorial cohesion towards a harmonious and balanced development in Europe. They also highlight the need for indicators, monitoring and evaluation systems for sustainable tourism. They make suggestions for good governance of tourism on different levels and for new public private funding opportunities to support the development for sustainable tourism in Europe.

6.5.2. Feasibility and preparatory study regarding a Multi-Stakeholder European Targeted Action for Sustainable Tourism & Transport (MuSTT)

Title	Feasibility and preparatory study regarding a Multi-Stakeholder European Targeted Action for Sustainable Tourism & Transport (MuSTT)
Country/place	EU-wide
Sources (reports, papers, websites)	NHTV-NEA-IWW-DTV (2004) (70), Peeters et al. (2004) (35)
Contact	
Tourism element	Transport
Issues	Stakeholder engagement, sustainability framework, information systems for consumers, environmental impacts, tourism development
Short abstract	<p>Tourism is impossible without transportation. The transport of tourists comprises 50% to 75% of the total impact of tourism on the environment. Tourism, and therefore transport of tourists, is expected to grow. Consequently, it is important to define an approach to minimize the environmental burden 'per unit' of tourism. The European Commission planned at the time of the study to start action, which aimed to uncouple tourism volume from transport input. The first step in this action was this preparatory and feasibility study. The purpose of the study was to define an approach for a healthy ratio between the tourism volume and the environmental load of transportation as direct (or indirect) result of tourism. The study aimed to contribute to uncouple the economic growth of the European tourism sector and its negative environmental impacts by moving towards more sustainable production and consumption patterns in European tourism.</p>
Main findings	<p>Transport is a vital link to tourism. Without transport, there is no tourism. This makes the providers of transport modes key stakeholders.</p> <p>Sustainability was in 2004 already on the top of the minds of various niche players and some players in the tourist transport system. However, many stakeholder groups still primarily focused on improving reputation and the position of their own sector; defensive action prevailed.</p> <p>The study showed that all modes of transport had decreased negative impacts per passenger kilometre (pkm) in previous years. The transportation systems were gradually improving, as the progress of technology made travelling faster, more energy efficient, cheaper and safer. Yet, on a macro-level, these positive effects were overtaken by volume effects, resulting in an increase of the overall negative environmental impact of tourism.</p> <p>The study showed also that large shares of tourism were in 2004 relatively sustainable. The majority of negative impacts came at that time from relatively small markets, like intercontinental tourism and some intra-European tourism by car.</p> <p>It found that air transport contributes most to climate change and energy consumption, while car transport has the highest impact on noise and air quality. In many cases, coach transport provides the most environmentally friendly alternative, but in many situations this mode is not preferred as result of the drawbacks in the social or economic domain.</p> <p>The study stated that tourists who travel by airplane or by car with low numbers of passengers and/or pulling a caravan are in the groups that produce the largest negative impacts on the</p>

	<p>environment. This is caused by both the large distances travelled and the highest impacts per pkm.</p> <p>The authors concluded that both car and aircraft can be considered to have relatively high environmental impacts as they have a relatively high impact per passenger kilometre. Moreover, they tend to boost transport demand due to their relatively high speed, flexibility and/or low cost. The authors stated that the car offers a very flexible means of transportation, and a lot can be done to improve the environmental score towards the domain of coach and train travelling.</p>
Recommendations	<p>To create uncoupling of the volume effects from the negative system the authors suggested that changes are needed, which can come from different drivers. Important drivers are:</p> <ul style="list-style-type: none"> - Changing demand patterns - The build-up of a new infrastructure and the strong growth of the regional airlines, new car-train arrangements - Large scale introduction of break-through technology for existing modes of transport - Collective acting of chain partners with a variety of strategies to select from • Development of modular full-service concepts including many actors in the tourism chain, matching the needs of targeted clients • Offering attractive (new) alternatives for the long- distance or local transportation needs of tourists <p>Important alternatives that have been found in the good practices described in the study, include:</p> <ul style="list-style-type: none"> - Organised O-D travelling by coach, with a comfort level that is matched to the needs of the clients - Cheap and flexible public transportation or well-organised coach travel at destinations. <p>The authors concluded that Europe can improve the way tourists travel to and at their destinations by:</p> <ul style="list-style-type: none"> - Creating a greater awareness of the negative impacts of travelling, so consumers become more willing to change their behaviour towards more sustainable options and gradually actually (start changing) change their choices. - Applying new organisational models can create system innovations for a large group of customers and take away the (perceived) hurdles of today's eco-offers. Tour operators will play an important role. - Eco-efficient technological innovations will contribute in making the travelling of tourist safer, more energy efficient and comfortable. <p>The authors came also to the conclusion that the world of tourism and transport are still relatively weakly connected. Relatively low priorities are given to transport for tourism both from the side of the tourist industry and from the side of transport policy. As result of the weak connections and lack of interconnectivity – the tourist and transport communities make use of different sets of definitions and conceptual models.</p>

6.5.3.

6.5.4. Sustainable Tourism in the Alps. Report on the State of the Alps

Sustainable Tourism in the Alps. Report on the State of the Alps	
Title	
Country/place	The Alps (EU, AT, CH, DE, FR, IT, LI, MC, SI)
Contact	
Sources (reports, papers, websites)	Permanent Secretariat of the Alpine Convention (2013); http://www.alpconv.org (78)
Tourism element	Transport, accommodation, leisure/activities
Issues	Waste, climate, energy, equity, employment, economic development, etc.
Short abstract	The report focuses on the sustainable development of tourism; it gives an overview of the situation of tourism in the Alpine regions of the signatory countries; analyses the responses already obtained by the Alpine Convention and its Protocol on tourism in the Alps and presents possibilities and opportunities for improving the development of sustainable tourism in the Alps.
Main findings	<p>Challenges to boosting sustainable tourism in the Alps:</p> <p>Environmental challenges:</p> <ul style="list-style-type: none"> • Keeping biodiversity and protecting natural resources as the essential backbone of Alpine tourism • Reducing the negative impacts of all kind of tourism-induced mobility • Reducing or even stopping land consumption caused by new tourism projects • Handling the higher natural hazard risk potential <p>Social and cultural challenges:</p> <ul style="list-style-type: none"> • Reducing the social effects of seasonality • Balancing price level and income of local population • Understanding "low-barrier spaces" as a matter of quality of life • Keeping cultural heritage as the core of a unique way of living <p>Economic challenges:</p> <ul style="list-style-type: none"> • Further improvement of accessibility and regional mobility by sustainable transport systems • Safeguarding the labour force potential of tourism sector • Securing profitability regarding disproportional increasing energy prices <p>Cross-sectoral challenges:</p> <ul style="list-style-type: none"> • Strengthening innovation and management capacity of Alpine tourism actors for a further sustainable development • Improving regional welfare by strengthening co-operation between tourism and other sectors • Making the benefit of sustainable tourism offers more visible to consumers in source markets
Recommendations	<p>Different instruments to foster sustainable tourism</p> <ul style="list-style-type: none"> • New legislation addressing sustainable tourism • Improvement of the implementation of existing legislation; • Support of sustainable tourism development with declarations or incentive programmes and strategies issued by the states and regions; • Activating stakeholders in the field of sustainable tourism by facilitating public participation in policy making processes; • Communication and awareness-raising activities for consumers with regard to sustainable mountain tourism; • Available incentives for tourists to behave in a sustainable way.

	<p>Options for interventions to meet the main challenges</p> <ul style="list-style-type: none">• Safeguarding the natural resources and the environment as the backbone of Alpine tourism• Keeping the social and cultural framework of tourism balanced• Strengthening the economic dimension of sustainable tourism
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